

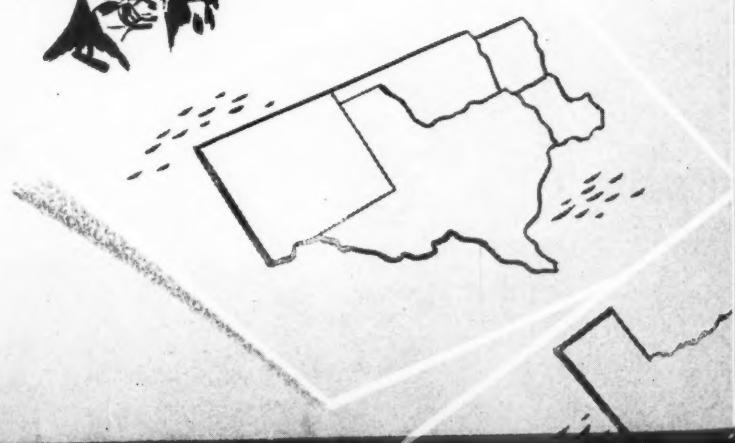
Dallas

1948



february

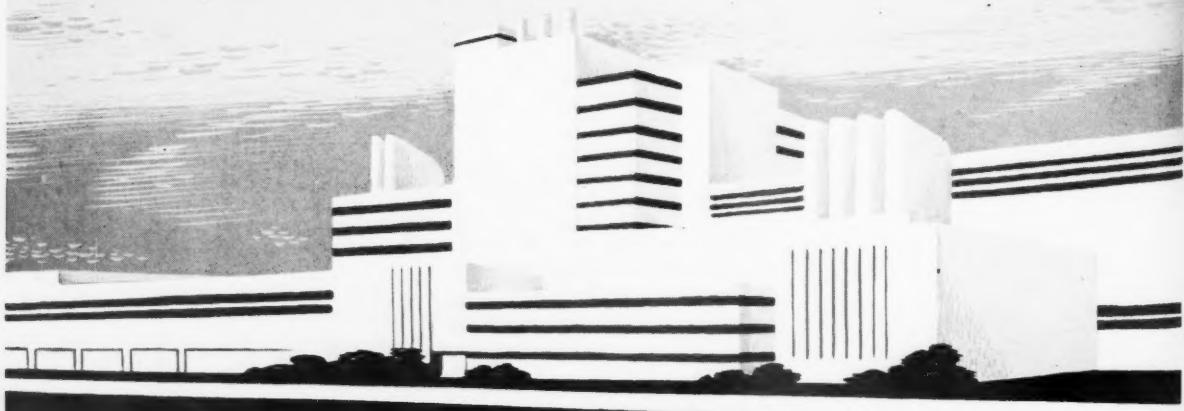
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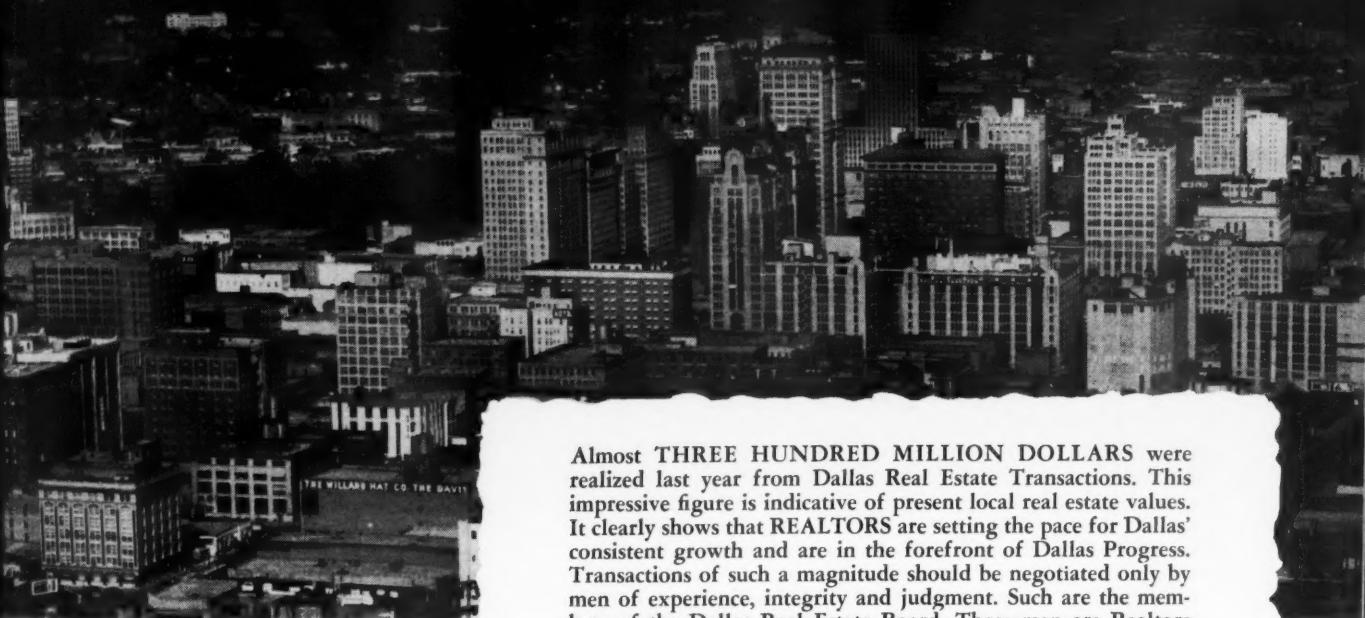
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FEBRUARY, 1948
Vol. 27 No. 2

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS
AND THE SOUTHWEST, OF WHICH DALLAS IS THE SERVICE CENTER

CLIFTON BLACKMON Editor
THOMAS J. McHALE . . . Adv. Mgr.
MARY FLETCHER CAVENDER
Editorial Assistant



Member, Southwestern Association of Industrial Editors;
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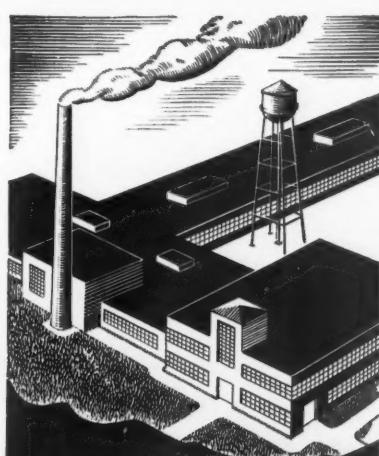
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Layne-Texas Company engineers will gladly work with you.

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HOUSTON • DALLAS

*from Maine to California
go products labeled . . .*

"MADE in DALLAS"

As key city in one of the most important regional markets in the nation, Dallas has gained national prominence as a manufacturing and distributing center. More and more, products labeled "Made in Dallas" are finding their way to the four corners of America.

This leadership is a basic reason for the growth and progress of Dallas and the Southwest—growth made possible by *sound financial backing*. The First National Bank in Dallas has a thorough knowledge of manufacturing and distribution in this area. It has helped in the growth and expansion of many businesses and industries in Dallas and the Southwest, and it is ready to help *you* with banking service tailored to your specific needs. Whatever your financial needs, the First welcomes the opportunity of working with you.

First National Bank
in DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Politics on the Potomac

THE second session of the 80th Congress is well under way and is grappling with some of the most serious problems, both foreign and domestic, ever to confront the legislative body of the nation. Indeed, the problems are so serious that it would appear clearly demonstrable that only the most objective and non-political approach to their solution could produce beneficial results, yet there is no issue of any importance on Capitol Hill which is not befogged or distorted by considerations



DALE MILLER

of practical politics in this election year. This condition is unwholesome, of course, but it may as well be shrugged off as the natural reaction of our political system to the enticements of every presidential election year since the memory of man runneth not to the contrary. It would be quixotic to hope that it might be otherwise, so the only alternative is to accept it realistically as a fact; and then to evaluate some of the issues not in terms of their merit but rather in relation to their effect on the political fortunes of both personalities and parties.

The important issue of the Marshall Plan and foreign affairs is a case in point. For the past few years American foreign policy has been commendably bi-partisan and conducted on a high plane, thanks largely to the statesmanlike self-effacement of Senator Vandenberg, who maintained his political independence yet still cooperated with the Democratic Administration in formulating a clear and consistent national policy in world affairs. This was made possible by a tacit understanding among the Republican leadership that Senator Vandenberg would be its bellwether on international affairs and Senator Taft its spokesman on domestic issues, with Senator Millikin cast in a less-publicized role as an authority on fiscal matters.

This arrangement effectively utilized

the abilities and experience of each of these leaders, until something new was added: The presidential aspirations of Senator Taft. No presidential candidate can confine himself to a single arc in the full circle of government, so it behooved the Senator from Ohio to enunciate a rounded program which perforce encompassed foreign affairs. Senate consideration of the Marshall Plan in the weeks ahead must thus develop into a struggle between Senator Vandenberg and Senator Taft to determine the course of the Republican Party. It is not an exaggeration to say that the outcome of this struggle will likely determine whether Senator Taft can win the Republican nomination. If he should fail to pull the party away from the moderately internationalist course charted by the Senator from Michigan, it would be highly improbable that the party could then nominate a man who was out of step with the program and had not been sufficiently influential to change it. If, on the other hand, he should be successful in rallying and articulating the isolationist elements of the party into an effective opposition to the Marshall Plan, such an eventuality would commit this party to his own views and thus enhance his political prospects considerably.

It would seem at this writing that Senator Vandenberg will win this test of strength and that the candidacy of his Ohio colleague will be correspondingly weakened. The odds are against Senator Taft, but it is clear that he has no choice but to precipitate the struggle. No presidential candidate can ride out an issue of that importance on the sidelines; to become an acknowledged leader he must assert and expose his leadership. But whatever the outcome of this internecine struggle within the Republican Party on foreign policy, the controversy itself offers an interesting example of the effect of practical politics on the fate of issues which are vitally important to the national welfare.

The schism developing in the Republican Party on the foreign issue has

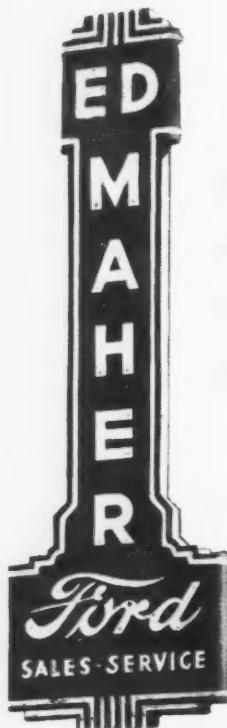
its counterpart in the dissension evident in the Democratic Party on domestic problems. It may seem gratuitous and unkind to classify Mr. Wallace and his frenetic followers as renegade Democrats, but it is undeniable that he was Vice President of the United States in a Democratic Administration and that most of his zealots were culled from the heterogenous groups which comprised the Democratic Party since the tumultuous election of '32. In any event, the effect of Mr. Wallace's defection on the political course of the Democratic Party is clearly discernible, despite the elaborate unconcern evinced by Democratic leaders. Early polls which have sought to measure the extent of the diversion of Democratic votes brought about by the Wallace candidacy have indicated that in the over-all picture Mr. Truman has not suffered too greatly; but the point of enormous significance is that this diversion, slight though it may be numerically, may indeed prove sufficient in the populous pivotal States to swing large blocs of precious electoral votes away from the Democrats and into the Republican column, and it is electoral votes, not popular votes, which win presidential elections. It should be said in passing that this situation supplies a further severe indictment of the archaic electoral system, which operates in such a way as to magnify outrageously the political influence of small but volatile minorities like Mr. Wallace's fellow-travelers in the heavily populated States of the Northeast. (Editor's Note: See the Washington column, "Monopoly of the Minority," in the January issue of DALLAS).

Be that as it may, experienced observers in Washington are agreed that Mr. Wallace's third party has maneuvered the Democratic Party into espousing a more extreme brand of liberalism than would have been necessary or perhaps even desirable. In the absence of Mr. Wallace's candidacy the President and the Democratic Party could have adhered to a more modified liberalism in the forthcoming campaign, comfortably confident that its platform would have greater liberal appeal than that of the Republicans, regardless. But with Mr. Wallace in the race the President's professional advisers soon became convinced that this threat could be reduced only to the extent that Mr. Wallace's liberal following could be progressively drained away, leaving him as an irreducible minimum the cranks and chronic dissenters. That has been the strategy, clearly

(Continued on Page 75)

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perfection
in service for
any make car
or truck



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DALLAS' OLDEST AUTHORIZED FORD DEALER

420 North Harwood

Phone R-3875

By Joseph Patrick Lynch

Bishop of the Catholic Diocese of Dallas

(Reprinted from "The Dallas Morning News")

THE arrival of the Freedom Train in Dallas with its precious burden of treasured mementos of freedom's milestones gave cause for reflection on the ideas and ideals of which they are the eloquent embodiment; for patriotism, freedom, and civil equality are of little or no account unless they are understood and intelligently used.

Patriotism to the authors and defenders of these ideals meant love of country in action, and country, in their formula, meant the duly constituted civil community that understood and protected the inalienable rights with which God had endowed every man in evidence of his liberty.

This liberty of which Americans are so jealous and for which they have so freely shed their blood, what is it? Liberty is the exemption from all restraint except that imposed by enlightened conscience and by formal legal or-

dinances enacted in conformity with the laws of God and of nature. Freedom, quite simply, is liberty under law.

Civil equality, the keystone of democracy, is the possession of similar and equal rights by all men to freedom of speech and action, to personal safety and protection, to the enjoyment of a position in the family, to the holding and disposal of property.

The rich heritage contained in the Freedom Train is worthy certainly of the reverent inspection of all who cherish the land of liberty in which they live. It is an inspiration for all Americans to strive to achieve and to preserve the political, social, and cultural ideals of those men whose names tradition has hallowed. May these ideals never grow dim, but growing and spreading to other peoples and other countries, may they foster one world bound together by ties of peace, friendship, and love.

GEORGE L. DAHL

ARCHITECTS AND ENGINEERS



1920½ MAIN STREET

DALLAS, TEXAS



you don't need advertising

. . . if you know how many orders you will have for your product in six to twelve months. Yes, or even five years from now . . . if you have no competition and all the customers you will ever want . . . if you don't care what happens after those back orders are filled . . . if your business is just temporary and you are planning to close up shop anyway—*then* you don't need advertising.

But, if you are looking to the future and interested in effectively promoting the movement and sale of goods or services, then you *do need* advertising—the kind of advertising that is built from the ground up with the same painstaking effort that went into the design and production of your product. J. B. Taylor, Inc. is doing just this—helping its present clients analyze markets and promote their new and rapidly increasing sales opportunities. If you are looking ahead to the same opportunity, let us look at the picture together.

J. B. TAYLOR, inc.
Advertising

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Affiliated Offices: Los Angeles Pittsburgh Seattle San Francisco

DALLAS • FEBRUARY, 1948



—Photographs by Thomas K. Cone, Jr.

Keynoted by "Coats Off for Action" Theme...

Dallas Chamber Membership Drive to Seek Goal of 500

FAITH in the industrial and economic future of Dallas will be tested February 23 to March 4 when more than 200 business leader volunteers solicit new memberships for the Dallas Chamber of Commerce.

Two divisions will take the field in the first intensive membership campaign of 1948, which will be keynoted by the slogan, "Coats Off for Action." With a goal of 500 new members, the drive will be directed by P. B. (Jack) Garrett, president of the Texas Bank & Trust Company and chairman of the Dallas Chamber's membership committee.

Mr. Garrett will spearhead one of the divisions, and the other will be led by the membership committee's vice chairman, Peyton L. Townsend, president of the Metropolitan Building & Loan Association. Both are Chamber directors. The two divisions will vie with one an-

other for membership recruiting results, and even within divisions there is due to be vigorous competition among units. Each division of a 100 or more volunteers will be divided into three sections under group leaders, and these in turn will be divided into units under captains.

The group leaders of Mr. Garrett's No. 1 division will be W. R. Montgomery, Charles F. Wilson, and Morris Jaffe. Captains enlisted to date for this division include Merrill Hartman, Jack Garland, O. V. Cecil, Edmond Brown, Thomas Beckett, Bart Holden, R. S. Goode, Oscar Hennenberg, Ed O. Johnson, and Robert Whitten.

Mr. Townsend's No. 2 division will have Mortimer L. Buckley, Frank Heller, and Roy Cowan as group leaders. The division's captains who have volunteered so far for service include Gordon Durden, John L. Burke, Herbert M. Hol-

WITH COATS OFF for action, leaders of the first 1948 membership drive of the Dallas Chamber of Commerce are pictured above at work on preparations for the kick-off luncheon February 23. Shown seated, left to right, are Peyton L. Townsend, vice chairman of the membership committee; P. B. (Jack) Garrett, chairman of the membership committee; and Frank Heller, one of the group leaders in Division 2. Other group leaders are pictured standing, left to right: W. R. Montgomery, Division 1; Roy Cowan, Division 2; Morris Jaffe, Division 1; Charles F. Wilson, Division 1; and Mortimer L. Buckley, Division 2.

comb, Elliott McClung, and Ken Meserve.

Pointing out that the response to the Dallas Chamber of Commerce campaign for new members will be an index to civic pride and cooperation on the part of the city's business firms, Membership Chairman Garrett said that the objectives of the new member drive are being geared to the Chamber's program to make Dallas a better city in which to do business.

"Businessmen not yet members of the Dallas Chamber will be urged to join not merely for the special services available to members but to show their confidence in the economic stability and the future of our city," said Mr. Garrett.

"If Dallas is to be assured of continuing as the leader of the great Southwest, the Dallas Chamber of Commerce must continue to strengthen its organization

"Your kitchen has everything!"



When the party
ends up in the kitchen with
good friends around you and
Schlitz on the table . . . that's the
perfect end of a perfect evening.

As you set out the Schlitz and
slice up the ham, even the most
modest kitchen becomes a place
where guests like to linger . . . while
the beer that made Milwaukee
famous adds its own friendly
flavor to the passing moments.

*Just the KISS
of the hops*

Copyright 1947, Jos. Schlitz Brewing Co., Milwaukee, Wis.



The Beer that made
Milwaukee Famous

S. H. LYNCH & CO., Wholesalers

and its resources," Mr. Garrett continued. "This means that participation of all the business and professional people of Dallas in the efforts of our Chamber of Commerce is desired, and, in fact, will be required."

Expressing optimism over the outcome of the campaign, Mr. Garrett said that the cooperation he has already received in getting the drive organized leads him to believe it will be a complete success.

"We are most anxious for every member of the Dallas Chamber of Commerce to take an active interest in this campaign in support of the volunteer workers who will devote a lot of valuable time to it," Mr. Garrett added. "Every member has received a letter and other literature about the campaign and we would like to hear from every one."

"We have set our goal low for this drive—only 500 new members—but in my opinion we should get at least 1,000, because I know our campaign workers are going to do an exceptional job and also many members who are not actually taking part in the drive will undoubtedly send in many new memberships."

"We have one of the best products in the world to sell—Dallas, Texas. Let's all take our coats off for action now."

The campaign volunteers are being primed to remind prospective members that, in building up a Chamber of Commerce that will be of increasing worth to Dallas as the city continues to develop, it must be realized that all of the work cannot be done by the president, or the general manager, or any one or few individuals, but that all business and professional interests must give their support and as members be active and help by serving on committees, offering suggestions, and aiding in other ways.

"No alert businessman needs to be told that Dallas is well along in an unprecedented era of industrial expansion," said Mr. Garrett. "If Dallas is to make the most of its opportunities, it can best do so with a Chamber of Commerce that is adequately financed and strong in membership."

The 200 or more top salesmen for the Dallas Chamber of Commerce and their community will officially open the new membership drive at a luncheon in the Palm Garden of the Hotel Adolphus Monday, February 23. Arrangements are under charge of Hugh Sawyer, membership department manager.

Thirty-one new members have been added to the Dallas Chamber's roster so far in 1948. They are listed below, together with information regarding their

business addresses, firm representatives, and type of business:

California Underwear Company, 915 Jackson; Mrs. Jackie Tate; wholesale.

Sneed Sales Company, 838 West Canty; I. A. Sneed; manufacturers' representative.

Ike Clark Sportswear, Inc., 813 Elm; I. F. Clark; manufacturing.

Charles R. Tips, Southland Life Building; manufacturers' agent.

Southwest Shippers Service, 2551 Elm; E. G. Waring.

Armstrong Cork Company, Post Office Box 6131; R. T. Palmer.

J. C. Rader, 3521 Rosedale; personal.

Curtiss Candy Company, 1101 Cadiz; M. L. Richards, division sales manager.

New York Life Insurance Company, Tower Petroleum Building; R. P. Koehn.

Antiques & Oddtiques, 2408 Cedar Springs; Mrs. Louise Robbins; retail.

All American Van Lines, Inc., 3907 Elm; R. L. Taylor.

Pulliam Transfer & Storage Company, 316 North Preston; Harry Pulliam.

Mrs. Margaret C. Hood, Dallas National Bank Building, public stenographer.

Airline Vans, 5316 East Grand; William Stewart.

Lloyd Oil Company, Mercantile Bank Building; C. L. Lloyd; oil producer.

Central Forwarding, Inc., 700 Poydras; E. R. Powers.

Searcy L. Johnson, Mercantile Bank Building; attorney.

Mrs. Fasig W. Rainer, Dallas National Bank Building; convention reporter.

Geotronics Laboratory, Inc., 5531 Yale Boulevard; Guy B. Goodwin; manufacturer.

George E. Toby, 3308 Welborn; street markers.

Transcontinental Distributing Company, 913 Ross; Don Townsend.

Mustang Sheet Metal & Manufacturing Company, 3013-15 Canton; Fred A. Lenzen, Jr.

Annahill Letter Service, 1720½ Bryan; Mrs. Anna S. Hill.

John W. Beachy, Gulf States Building; division manager for Investors Syndicate.

Roto-Shear Company, Ltd., 4593 Travis; Robert R. Harper, manufacturer of mail opener.

Popular Furniture Company, 2304 Griffin; W. B. Marks; wholesale.

Son-El Vacuum Stores, Inc., 2020 Main; Irving J. Margolis; retail appliances.

The Mortgage Corporation of Texas, 1204 Main; T. A. Blakeley.

Hiway Outdoor Advertising Corporation, 2523 McKinney; Cecil B. Chenoweth.

Matheron-Noel & Company, 1910 Commerce; Stephen C. Matheron; distributors.

Samuels & Company, Inc., 3307 Lemmon; Samuel M. Rosenthal; packers.

New Bond Firm. Lynch, Allen & Company, dealers in unlisted stocks and bonds, have begun operations in offices in 1615 First National Bank Building. William F. Lynch, who headed Lynch & Company before Naval service in World War II, is president of the new firm. Orville G. Allen, who after his return from Navy duties became manager of R. H. Johnson & Company, is vice president. In addition to the officers, directors are Louis A. Watson, Roy C. Coffee, and Hugh L. Lynch.

Roofing Warehouse. A warehouse and sales office has been opened at 6519 Cedar Springs by the Childers Manufacturing Company, producer of metal roofing.

Buys Lumber Interest. An interest in the Northwest Lumber Company, 10418 Garland Road, has been purchased by Jack Neece, who has returned to Dallas after 15 years in the hardwood flooring business in California and Washington. Mr. Neece was formerly associated with his father, J. R. Neece, Jr., in the operation of the Texas Hardwood Manufacturing Company of Dallas.

L. W. BLAYLOCK of Dallas has been elected to the board of directors of the Gulf Insurance Company and to the boards of the Gulf affiliates, the Atlantic Insurance Company and the Select Investment Company.

THE REV. GUY E. PERDUE, who has been pastor of the Trinity Methodist Church in Denison, Texas, has been transferred to Dallas as pastor of the Haskell Avenue Methodist Church.

General Tire & Rubber Company has named K. W. BROWN assistant district manager at Dallas and K. H. BENNINGHOVEN special truck tire representative.



B. HICK MAJORS

We of the MAJORS & MAJORS ORGANIZATION are qualified by long experience and a comprehensive knowledge of the real estate market to serve the best interests of our clients at all times. A constant study of ever-changing conditions by our staff of competent realtors assures you of expert counsel concerning investments, reconversion and relocation. We will be glad to discuss these problems in relation to your own situation. Consult us . . . our complete facilities are at your disposal.



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— ASSOCIATES —



HUGH E. PRATHER, JR.



ROYCE H. COLON



W. WESLEY HARRIS



JOHN A. PRATHER

MAJORS & MAJORS

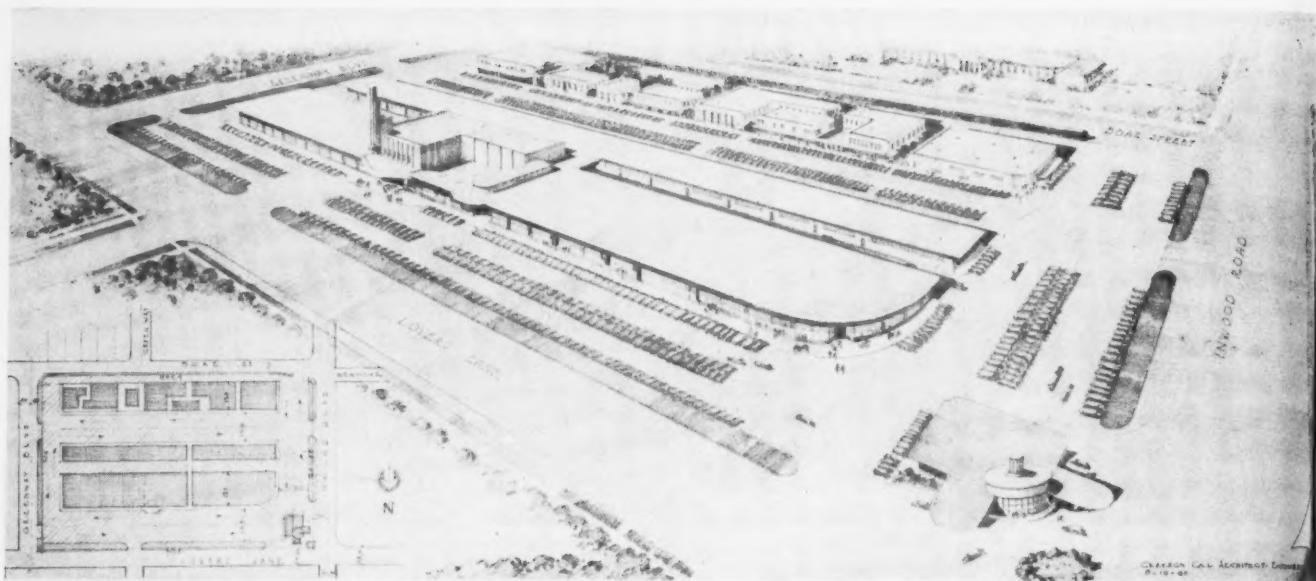
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FIRST NATIONAL BANK BUILDING

DALLAS • FEBRUARY, 1948

TELEPHONE RIVERSIDE 3231



Will Caruth plans to spend \$2,500,000 enlarging the shopping center at Lovers Lane and Inwood Road, which, when completed, will look as pictured in the architect's sketch reproduced above.

Dallas is Getting that "New Look", Too!

DALLAS didn't surprise anyone, not even itself, when, emerging from the Army, it discovered that old pre-war suit about two sizes too small.



About the Author. Dan Summers, author of the adjoining article reporting the progress Dallas is making in meeting its needs for new construction and industrial areas, is a member of the staff of the business news department of the "Dallas Morning News." He has been associated with this newspaper for the last decade, with time out for three years of Army service. Currently he is specializing in the reporting of commercial real estate and construction news. He is also Dallas correspondent for the "Manufacturers' Record."

By Dan Summers

City Is Spreading Out in All Directions As Construction Projects and Industrial Development Keep Pace With Record Growth

Not one, but three tailors were called in. The home builder sized up the shoulders, saw plenty of room for a big spread in almost any direction — Oak Cliff, farther out Preston Road, toward Garland, around Parkdale. The industrial tailors measured a bigger waistline and began immediately letting out industrial districts for development by the railroads and investment firms. The third tailor, the commercial building contractor and the partner of the home builder, caught the pant length above the ankles and acted promptly in erecting the seriously needed suburban shopping districts.

The tailors, though handicapped tremendously by shortages in building materials, have made rapid accomplishments at their jobs and still evidence confidence in eventually fitting Dallas in a new, larger post-war suit.

A glance at what some of the home builders are doing might prove this point. Ballard Burgher, Frank L. McNeny, and Waller Boedeker have begun

construction on a \$5,000,000 project consisting of 550 apartment units on half the property between Hillcrest and Preston Road on the Northwest Highway.

Further plans of the three call for a residential area north of the apartments.

Dallas Non-Residential Contract Awards*

\$34,474,000

\$29,741,000

(Gain of \$4,733,000 or 15.9% over 1946)

1946 1947

*Reported by F. W. Dodge Corporation.

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DALLAS

Hugh Prather has committed the other half of the property on Northwest to Preston for 480 apartment units costing probably \$4,000,000. The job is slated to start next month.

Mr. Boedeker has also shared in the westward spread of Oak Cliff. He is currently building a 95-unit apartment project at Hampton Road and Fort Worth cutoff, across the road from Leo Corrigan's shopping center. The work will cost about \$1,500,000. Roland Pelt, city councilman, is still building frame houses in the fast-growing West Oak Cliff.

Mr. Boedeker is also associated with the Cliffview Investment Company in a proposed \$800,000 shopping center west of his apartments and on the southwest corner of Hampton and Fort Worth Avenue. Two rows of stores, each 800 feet in length, will face Fort Worth Avenue and Colorado.

Angus G. Wynne, Jr., has spent \$6,000,000 in the last eighteen months developing his Wynnewood addition in South Oak Cliff and has about \$10,000,000 worth of homes and apartments in the planning stage. Another \$5,000,000 will go into a 27-acre tract for a shopping center at Zang Boulevard and Illinois.

Several years ago, O. J. Parrott and Mrs. Frances R. Lee moved in to develop the Parkdale area which consisted then of three additions and 32 houses. Four new additions have been started since then and about 1,000 lots occupied with new homes. Present work includes 224 duplexes (frame), 200 frame cottages and 100 brick homes, all under construction. Approval on plans for another 200 duplexes is expected in time to start construction early in March.

Carl Brown has sponsored some of the most active developing east of Dallas in the Casa Linda addition and now is mainly concerned with his \$3,000,000 business district to be constructed at Buckner Boulevard and Garland Road. The shopping area will park an estimated 1,450 automobiles when work on the 27.5 acres is finished.

Jim Clark, principal developing force behind Greenway Parks, estimates \$2,000,000 in home construction is underway in the addition now. About 90 acres have been broken up into lots and sewer and water lines laid during the last several years. The nearby Shannon Estates have been filled almost entirely through a GI program.

If Will Caruth can obtain approval on a proposed shopping district at Mock-

ingbird Lane and Abrams Road, he will start construction within a month or two on frame duplexes to cover 304 acres immediately northwest and northeast of the intersection.

Mr. Caruth will begin work early this spring on a new shopping center on the southeast corner of Lovers Lane and Inwood Road. The district, costing roughly \$2,500,000, will be across Lovers Lane from a group of stores opened only last year and only a few blocks from the \$1,500,000 "miracle mile" shopping center, which A. B. Cass, Jr., has been most active in developing during the last two

Drive, the other at Seyene and Jim Miller Roads.

Particular attention has been given those shopping centers under construction or contemplated while nothing has been said about the old business areas in the Dallas suburbs. The omission is only to avoid details of the expansion in every one of the old shopping districts—Oak Lawn, Jefferson Boulevard, Abrams at Gaston in the Lakewood area, East Grand and Forest Avenue. The expansions have been apparent from the building of new retail stores, banks, and the many thriving small businesses to the huge Sears Roebuck stores on Ross Avenue and in Oak Cliff.

But just as actively engaged as the home and commercial builders in the post-war land developments have been the industrial tailors. In several instances, such as the Airlawn Industrial District, the land has been waiting only for Dallas to get out of the Army and go to work on its peace-time development of industry.

Carl Weitchel, in turning his Airlawn property for development over to the Missouri - Kansas - Texas Railroad, has seen the 200 acres sprout \$10,000,000 in improvements. The area now might be considered entirely occupied or reserved. Coca Cola is working on its syrup plant and Massey-Harris Company, implement dealers, is starting its plant. Texlite, Inc., is half-way along on its new factory. General Electric, U. S. Tire & Rubber Company, and A. Harris & Company are the most recent firms to move into new facilities in the district.

Perhaps Airlawn spread an industrial

Dallas Residential Contract Awards*

\$62,661,000

\$55,578,000

(Gain of \$7,083,000 or 12.7% over 1946)

1946 1947

years. Mr. Caruth's project at Abrams and Mockingbird Lane will cost almost twice that of the center on Lovers Lane, which will include a row of buildings to be used as offices.

Most recent completion of any shopping zone is the two-block district built by Leo Corrigan on South Lancaster in Trinity Heights at Saner. The buildings show a California styling.

Sam Lobello and his son, Sam Lobello, Jr., and Louis Hexter are finishing the ground work for a \$2,000,000 shopping center at Preston Road and Northwest Highway. The tract covers 11 acres and will include 150,000 square feet of buildings.

Mr. Parrott and Mrs. Lee are not ignoring the market they themselves have created, so they have plans being completed for two shopping areas, both of which will cost \$500,000. One of the centers will be at Lawnview and Military

Dallas Total Building Contract Awards*

\$97,135,000

\$85,319,000

(Gain of \$11,816,000 or 13.8% over 1946)

1946 1947

*Reported by F. W. Dodge Corporation.

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Katy Industrial Area. The 200-acre Airlawn property of Carl C. Weichsel, which is being developed by the Missouri-Kansas-Texas Railroad, is now almost entirely occupied, with improvements to date aggregating more than \$10,000,000.

The drawing reproduced above shows the layout of the industrial area and the location of the plant sites.

Twenty-one construction projects have been completed, including a number of plants that have been in operation for several years. These are the facilities housing the Coca Cola Company (syrup plant), Campbell-Taggart Associated

Bakeries, Manor Baking Company, Haggar Pants Manufacturing Company, Vinson Supply Company, Venasco, Inc., American Metal Bearing Company, Titche-Goettinger Company (warehouse), Firestone Tire & Rubber Company, United States Rubber Company, Continental Motors Corporation, bakery of Wyatt Food Stores, Huttig Sash & Door Company, S. C. Johnson & Son (Johnson wax), Metal Goods Corporation, Minneapolis-Moline Power Implement Company, U. S.-Mengel Plywoods, Inc., Walter H. Allen Company, Peter Paul, Inc., the Purex Corporation, and the General Electric Company (service shop).

Three projects are under way, those of the Coca Cola Bottling Company (bottling plant), Texlite, Inc., and the Massey-Harris Company.

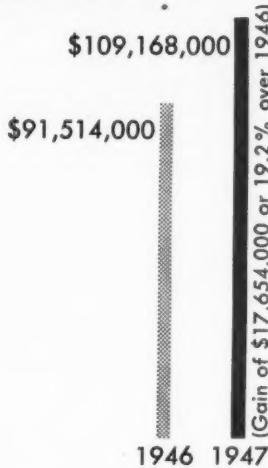
Eight other sites have been purchased but construction has not yet been started. These are locations of Elkhart Construction Company, truck and coach division of General Motors Corporation, Eastman Kodak Company, Wyatt Food Stores, Southland Supply Company, Best Foods, Inc., William Cameron & Company, and Marvin Lunsford.

virus for across Denton Drive one building, for a Nash Motors Division parts depot and zone office, has been moved into and the framework is rising on quarters for Winthrop-Stearns Chemical Company, subsidiary of Sterling Drug, New York.

Similar developments can be seen on either side of Denton Drive outside of the Airlawn district. The growth may eventually spread to and across Harry Hines Boulevard and into an area now boasting Armstrong Cork Company, Hobbs Trailers, and numerous other industries. The Rock Island Lines serve the area as well as the east side of Industrial Boulevard in the Trinity Industrial District.

Rock Island is building its first terminal in Dallas north of the McKinney underpass, the cost of which will amount to more than one-quarter of a million dollars. The railroad, in serving the east side of the boulevard, will have tracks into the Alford Refrigerated Warehouse, the many small industries south of Turtle Creek Boulevard, Liberty Iron and Metal Works' new quarters under construction, and the proposed 440,-

Dallas Total Construction Contract Awards*



*Reported by F. W. Dodge Corporation.

000-square-foot tract for Uvalde Construction Company. The latter two are near Harry Hines Boulevard.

Texas & Pacific Railway and the Cot-

Varsity Shopping Center. Completion of a \$2,000,000 business district at the southeast corner of Northwest Highway and Preston Road is expected within a year by its developers, Sam Lobello; his son, Sam Lobello, Jr., and Louis Hexter. Initial groundwork on the project, pictured in the sketch below, is now being

finished. This includes work on streets, sewers, and water lines.

The shopping area, which will extend 600 feet along Preston Road and Northwest Highway, will cover 11 acres. There will be 150,000 square feet of building space in the center, and the largest unit

ton Belt route will service the area between Industrial and the levee. Several plants have located there or are building and T. & P. has cleared the ground for its \$1,600,000 terminal which will cover 1,500,000 square feet on the southwest corner of Industrial and McKinney.

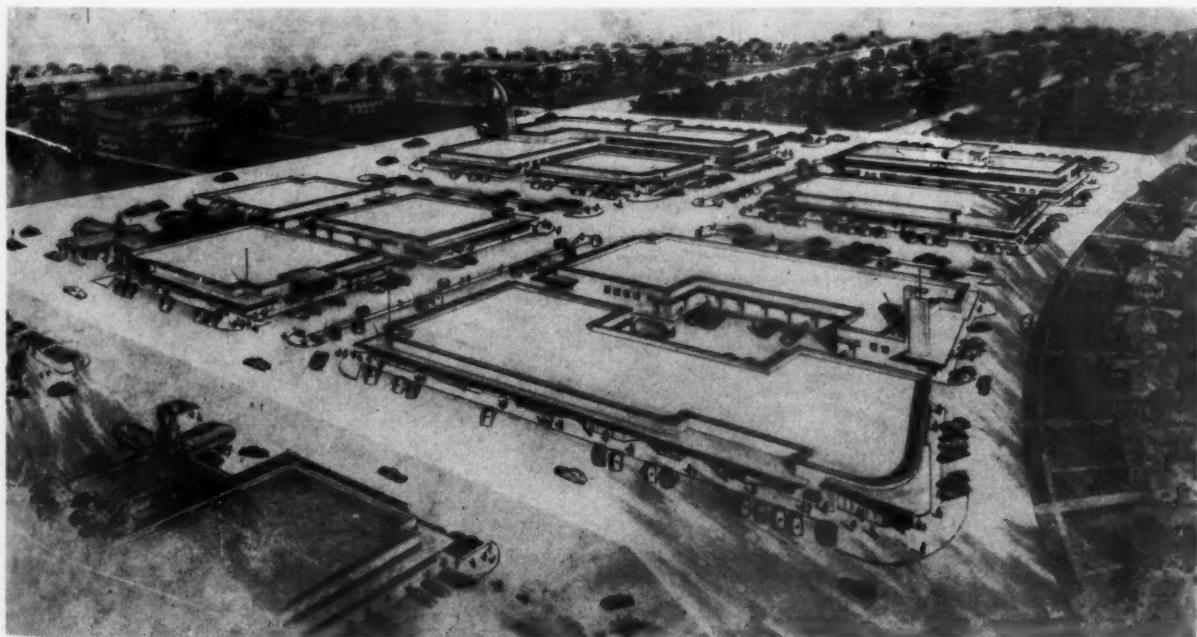
L. S. Stemmons of Industrial Properties Corporation figures more than \$2,000,000 was invested in the Trinity district during 1947 and expects that to be doubled this year.

T. & P. is also behind a new 500-acre industrial tract on Singleton Boulevard near The Texas Company refinery. The Texas Company and Magnolia Petroleum Company are building products terminals on their two large tracts in the district. Safeway Stores has a large holding and another sizeable plot is getting \$300,000 in improvements by Fritz W. Glitsch & Son, Inc.

T. & P.'s plans for another industrial district east of the city and on either side of Buckner Boulevard is awaiting utilities. The land is being promoted for industrial purposes in cooperation between the railroad and the property Picture Credit—Photograph of Dan Summers, Page 14, was made by Larry Dainelli.

will provide 20,000 square feet of space. Parking facilities will be provided for 1,000 cars. Charles Stevens Dilbeck is the architect for the project.

Shown to the north of the business area in the sketch is the \$4,000,000 apartment development of Hugh Prather.



owners. The district includes about 233 acres.

Santa Fe Railway may begin laying

Empire State Bank. Under way at 1806-08 Main Street is a remodeling program which will convert the three-story structure into a modern building to house the recently chartered Empire State Bank. The bank will make use of the first floor and basement and will lease the other two floors.

How the Empire State Bank Building will look when the renovation is completed is shown in the drawing. The bank, organized by Ellis C. Huggins, president; Michaux Nash, executive vice president, and associates, expects to have the quarters ready for occupancy on or before May 1.

Texas limestone and granite will be used to reface the building in contemporary design. There will be entrances to the banking quarters both on Main and Commerce Streets and a separate Main Street lobby to serve the upper floors. Plans call for new-type teller counters of walnut, designed without screens. The interior walls of the banking quarters,

tracks soon for its industrial project located on a siding in South Oak Cliff at Hampton and Duncanville Roads.

including the offices of executives, will be finished in walnut, with office floors being carpeted and rubber tile being used elsewhere. The Main Street entrance doors will be glass with intricately patterned bronze grills. The building will be air conditioned.

The first-floor banking room has been designed to provide space for the executive offices and the new accounts, exchange, loans and discounts, and the real estate loan departments. Fixtures are being designed by Louis Grabau of Adleta Showcase & Fixture Manufacturing Company.

The remodeling program is expected to cost about \$200,000. Harwood K. Smith and Joseph M. Mills are the architects.

The Empire State Bank has been chartered with a capital structure of \$1,200,000, comprising \$750,000 capital, \$250,000 surplus, and \$200,000 in reserves. The bank is a member of the Federal Reserve System and the Federal Deposit Insurance Corporation.



Shopping Villages. Some twelve million dollars worth of suburban shopping districts under way or projected for Dallas include the expansion of the center at Lovers Lane and Inwood Road (see sketch on Page 14) by Will Caruth, who expects to spend at least \$2,500,000 on the program.

Mr. Caruth plans to begin construction early this spring on the 1,000-by-650-foot tract at the southeast corner of Inwood Road and Lovers Lane. It is planned that one-third of the space will provide sites for buildings of modern design to house chain stores, shops, and offices, with the remainder of the space being reserved for the parking of 800 automobiles. The first row of buildings facing Lovers Lane will be set back 140 feet and will be reserved for chain stores, and those farthest south on Boaz Street will be leased for offices.

Mr. Caruth has on the planning board a \$5,000,000 shopping district at Mockingbird Lane and Abrams Road but intends this to follow in about 1950 a residential section which he plans to develop also in this area. He is the owner of the property north of Mockingbird Lane which extends as far north as the Northwest Highway from Skillman to Abrams.

Approval by the city of the business district will be the signal, Mr. Caruth indicated, for the start of construction on duplexes for 200 of the 304 platted sites. It is estimated that the residential development will call for the expenditure of about \$8,000,000.

Angus G. Wynne, Jr., has set aside 27 acres in his \$33,000,000 residential development in South Oak Cliff for a \$5,000,000 shopping district (see photograph page 19) at Illinois and Zang Boulevard. Roscoe P. DeWitt and A. B. Swank, Jr., architects, are now preparing the plans for the project, which will include a small park. Modern design principles will be followed calling for open-front construction. The buildings will be about 100 feet deep, and more than two square feet of parking space will be provided for every square foot of building space.

Ground work has begun for a shopping area at Denton Drive and Hudnall by Carl Weichsel, the original owner of the Air-lawn Industrial District, now being developed by the Missouri-Kansas-Texas Railroad. Plans call for store buildings of modern design.

A \$800,000 shopping center proposed by Waller C. Boedeker, who is associated with Cliffview Investment Company in the project, will have two rows of build-

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Wynnewood. Progress in the \$33,000,000 Wynnewood residential development in South Oak Cliff, owned by American Home Realty Company, is shown in the aerial photograph of the addition reproduced above.

Latest development has been the start of construction on a \$2,500,000 apartment project, involving 240 apartments and 63 buildings. This is the second apartment contract awarded for Wynnewood, the first one having called for 108 units and 21 buildings at a cost of more than \$1,000,000. Additionally, contracts

have been let for more than 600 homes in the addition, with several hundred already completed.

The apartments under the initial contract are expected to be ready for occupancy by March 1. All are two-bedroom units. Each is equipped with refrigerator and kitchen stove, and each group of units will have a wash room containing three Bendix washing machines. The apartments being erected under the second contract will have central heating units. All of the apartment buildings are garden-type, two-story structures of brick

veneer. Plans were drawn for the project by the Dallas architectural firm of DeWitt and Swank.

Known as Wynnewood Gardens No. 4, the new group of apartments will be located west of Zang Boulevard between Illinois Street and the tracks of the Santa Fe Lines. Contracts have been let to the Wynnewood Development Corporation, general contractor; United Construction Company, construction; Alford Plumbing and Heating Company, plumbing; and Harman Electrical Construction Company, electrical work.

ings, 60-by-130 feet, with loading facilities between them. The site is at the southwest corner of Hampton Road and the Fort Worth Cutoff. The two rows of structures will face 800 feet on both Fort Worth Avenue and Colorado.

Developer of the Casa Linda area near White Rock, Carl M. Brown is at work on his \$3,000,000 Spanish type shopping district on a 27.5-acre site at Buckner Boulevard and Garland Road. He has started cement work on the area to provide parking space for 1,450 automobiles.

O. J. Parrott and Mrs. Frances R. Lee, developers of about 200 acres in the Parkdale area southeast of the city, have their plans about complete for two shopping districts to cost about \$500,000. One is scheduled for the corner of Lawnview

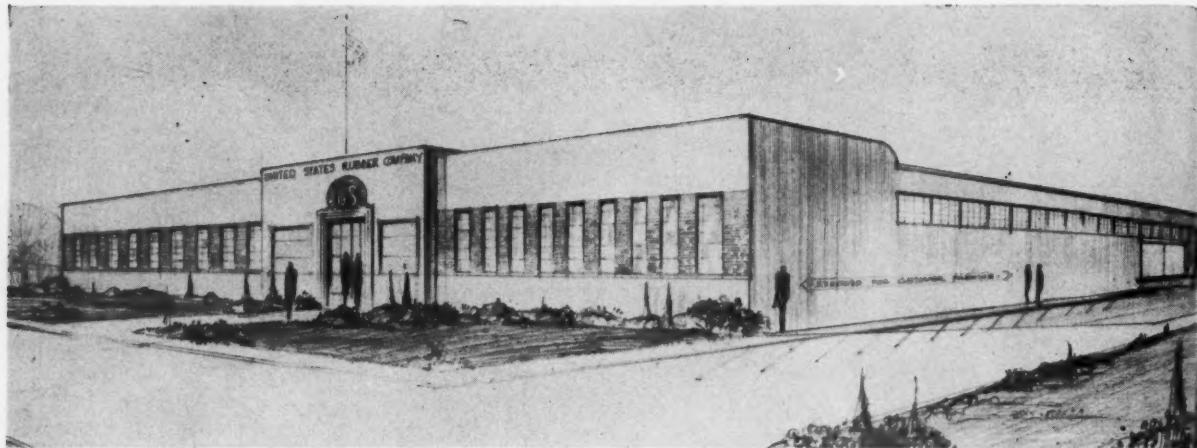
and Military Drive and the other for the corner of Scyene and Jim Miller Roads.

Contract Awards. Dallas is the nation's twentieth city in population, according to the latest "Survey of Buying Power" issued by the magazine, "Sales Management," but it holds an even more favorable position in volume of construction, on the basis of contract awards reported for 1947 by F. W. Dodge Corporation for 81 metropolitan areas east of the Rocky Mountains.

Dallas ranks eleventh in residential building among the 81 metropolitan areas in the 37 states covered by the Dodge reports, twelfth in total building, and fourteenth in non-residential building and total construction.

Gains were made in every category in 1947 over 1946. Residential contract awards climbed from \$55,578,000 in 1946 to \$62,661,000 in 1947, an increase of \$7,083,000 or 12.7 per cent. Non-residential contract awards moved up from \$29,741,000 in 1946 to \$34,474,000 in 1947, a gain of \$4,733,000 or 15.9 per cent. Total building contract awards advanced from \$85,319,000 in 1946 to \$97,135,000 in 1947, an increase of \$11,816,000 or 13.8 per cent. Total construction contract awards jumped up from \$91,514,000 in 1946 to \$109,168,000 in 1947, a gain of \$17,654,000 or 19.2 per cent.

Issuance of total building permits of \$58,457,546 in 1947 as compared with \$47,027,602 in 1946 was followed by an



U. S. Rubber Headquarters. New home of the Southwestern regional offices of the United States Rubber Company is the \$400,000, 75,000-square-foot, one-story structure pictured in the architect's sketch. It is located at 6125 Peeler in the Airlawn Industrial Area served by the Missouri-Kansas-Texas Railroad.

The United States Rubber Company

has signed a 10-year lease with the Industrial Investment Company for use of the building, which was erected by the George O'Rourke Construction Company, with Tom C. Crist as the engineer in charge. The building contains more than 9,000 square feet of office and display rooms, and a coffee shop for employees as well as work rooms for U. S.

Rubber, U. S. Tire Department, Fisk Tire Department, Foot-Wear Clothing Department, and the mechanical and wire divisions of the United States Rubber Company.

H. B. Pixley is branch operations manager for U. S. Rubber in the Dallas territory.

all-time record month this year. In January, the City of Dallas granted building permits in the total amount of \$7,561,576 as compared with \$6,757,786 issued in the previous record month of September, 1947.

Dallas had its best year in 1947 in the dollar volume of real estate transactions. Although the number of real estate transfers dropped 96 below the record high of 30,796 in 1946, the 1947 transfers represented \$279,221,756 of business, an increase of \$43,191,452 over 1946.

The number of residential units completed jumped 50 per cent in 1947 over 1946. Dallas Power & Light Company's report on residential building in the greater Dallas area revealed that houses, duplexes, and apartments equivalent to 7,090 single-family units were erected in 1947 as against 4,767 single-family units completed in 1946.

In the opening month of 1948, houses, duplexes, and apartments equivalent to 487 single-family units were completed in greater Dallas, only two less than the number completed in January, 1947. Under construction at last month's end were 1,390 residential buildings as compared with 1,051 in 1947. These homes, duplexes, and apartments are equivalent to 2,130 single-family units, a total well above the 1,115 for January, 1947.

Industrial Areas. To provide "homesites" for industries seeking Dallas locations, the Texas & Pacific Railway has

now staked out three industrial areas, which are being developed under T. & P. sponsorship. One is in the Eagle Ford District (West Dallas), another is in the Trinity Industrial District, where T. & P. is building its new freight terminal, and the other is east of Urbandale near the Dallas city limits and is known as the Buckner Boulevard Industrial District.

The Buckner project is the latest to be announced by the T. & P. and consists of nine land tracts adjoining the main line of the T. & P. at Scottdale, formerly Orphans Home, but renamed in honor of Colonel Thomas A. Scott, second president of the railroad. The district will extend on both sides of Buckner Boulevard. Of the 233 acres in the area, 166 are on the east side of the thoroughfare and the remainder on the west side.

By agreement of property owners, the district has been set aside for 50 years for industrial development exclusively. The property owners are extending utilities and paved streets into the area. The Texas & Pacific will build the necessary operating lead tracks into the district, with spurs being added by the plant owners as they are required.

The Eagle Ford District is the one originally staked out by the Texas & Pacific and most of it has been filled with expansions by the Texas Company, Magnolia Petroleum Company, and Fred Glitsch & Sons, steel fabricators. Safeway Stores has bought 50 acres in the district

as a site for three warehouses.

Texas & Pacific will spend some \$1,500,000 on its freight center in the Trinity Industrial District. The new terminal will provide 85,000 square feet of loading dock space.

Some 90 sites have been purchased in the Trinity Industrial District since the area was opened in 1946 and about two-thirds of the owners have already completed or have construction under way or have indicated they will build this year. The district, extending along Industrial Boulevard between West Commerce and Harry Hines Boulevard, is being developed by the Industrial Properties Corporation, of which L. S. Stemmons is vice president and general manager.

More than \$4,000,000 of new construction and improvements are indicated for the district this year, double the amount spent last year by concerns locating in the area. About 30 per cent of the district, chiefly the light industry and warehouse zone south of Turtle Creek Boulevard, has been improved.

Recent purchases of land include those of S. G. Pappas, Bluefield, West Va., triangular tract at Oak Lawn, Industrial, and Irving Boulevards; University Lumber Company, 31,500 square feet; L. M. Taylor & Company and Taylor's, Inc., wholesale gas and electrical equipment concern, 60,000 square feet; Daniel Radiator Manufacturing Company of Houston,

(Continued on Page 22)

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Building Maintenance. Building Maintenance Service, Inc., has moved from 810 South St. Paul Street into its new office and shop building at 2241 Butler Street, between Harry Hines Boulevard and Maple Avenue, near the new site of Southwestern Medical College.

The new building, pictured in the sketch above by Edwin James Carpenter, is of steel and concrete construction. It has two stories in front for offices and display rooms, with the remainder one story but built for the addition of a second story when needed. Additional

warehousing buildings will be added on the site.

Ed Lambert, president of Building Maintenance Service, said that the new quarters will provide facilities for the expansion of its building equipment sales department.

Cokesbury Addition. Completion of a \$350,000 enlargement program by the Cokesbury Book Store, which is now under contract, will add a new three-story building, which with the present structure will give the store a total of 48,000 square feet of floor area and an entrance on Commerce Street. How the addition will look when finished is shown in the conception by Mark Lemmon, architect.

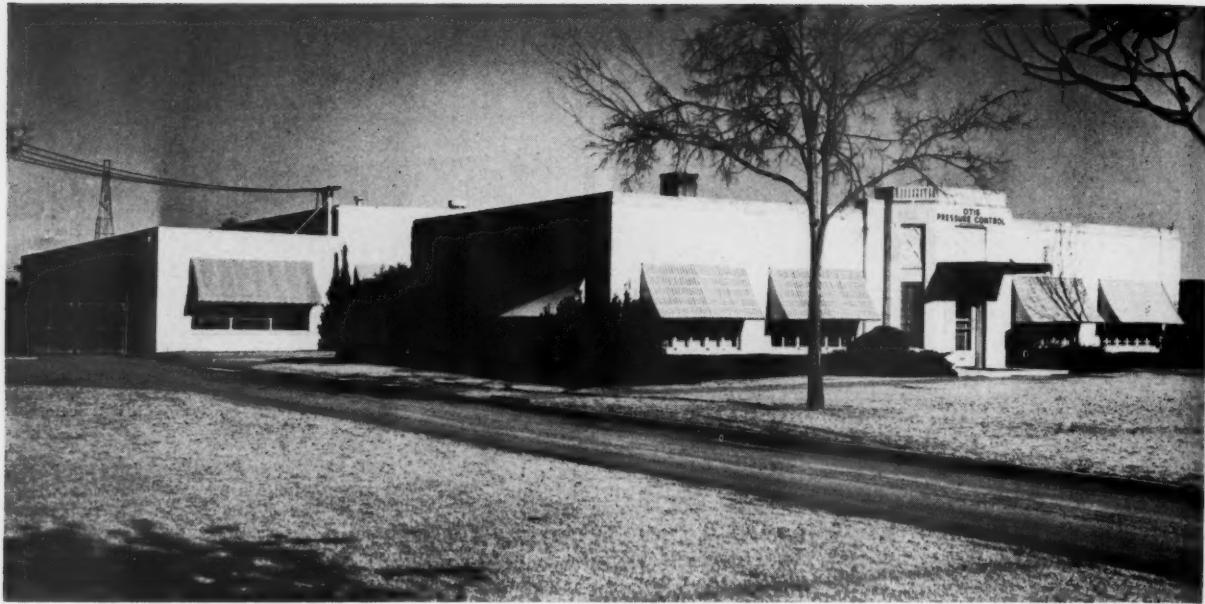
The new unit has been designed in neo-classic architecture to conform to the present six-story building, which fronts on Main Street. The addition will have a 60-foot front of Georgian marble, with bronze doors and trimmings, and will be 100 feet deep. The first floor will be finished in American walnut paneling, with deep, rich grain walnut being used for the shelves, tables, and partitions. There will be two specialty rooms, one for music and the other for a gift and stationery shop, near the Commerce Street entrance.

The expansion program will give the first-floor book department 11,000 square feet of space, with expanded facilities for the church and Sunday School department on the second floor.

A. J. Rife Construction Company has been awarded the general contract.

The new building combined with the present structure, which was completed 10 years ago, will represent an investment in excess of a million dollars, said James F. Albright, general manager of the Cokesbury store.





Otis Expansion. Otis Engineering Corporation, 6612 Denton Drive, has completed an expansion program at a cost of about \$50,000 which has increased useable manufacturing, testing, and shipping space by 138 per cent.

The enlarged plant building, above, shows the new construction, marked by awnings in front of the rear wing and

duplicated on the opposite side.

The building alterations and additions included the construction of separate tool, grinding, and welding rooms, tool crib, and inspection facilities; rearrangement of the heating and ventilating systems with enlarged capacity; and the installation of additional bridge cranes and modern testing devices. The exterior of

the building additions conforms with the original construction of painted brick and windowed walls. The parking area has been increased by some 50 per cent.

Otis Engineering Corporation, of which H. C. Otis is president, designs, engineers, and manufactures sub-surface flow controls for high-pressure oil and gas wells.

Industrial Areas

(Continued from Page 20)

ton, 36,000 square feet; The Southwestern Company, Philco distributor, 63,000 square feet; and Frank Hervey of Oklahoma City, 36,000 square feet.

Site improvements are being made on the largest tract, the 1,500,000-square-foot site on which the Texas & Pacific Railway will erect its freight station. The T. & P. and the Cotton Belt have joined in laying about one and one-half miles of track along the east levee of the Trinity River and installing two 53-foot rail and utility easements.

The Rock Island Lines has finished laying two and one-half miles of lead track into the area west of Industrial Boulevard and is now building its \$250,000 terminal for freight.

Early construction is scheduled for junction facilities for Sproles-Red Ball Lines, Inc., which has acquired a 208,000-square-foot tract at the northeast corner of Industrial Boulevard and Oak Lawn.

Braswell Motor Freight Line expects to start work soon on an office and warehouse building on a 78,000-square-foot

site at Irving and Turtle Creek.

Buildings already completed or nearing completion in the district include the headquarters structure of the Houston & North Texas Motor Freight Lines, immediately west of the Rock Island terminal tract; plant of the Pi-Do Corporation; the building erected by W. M. Smith and leased to Diamond Paint and Wall Paper Company, Standard Electric Company, and Van Waters & Rodgers; the home of the Southern Plow Company; the structure housing the Slocum Electric Company; and the main building, shops, and garage of the Continental Trailways Bus System.

Construction of its plant and offices has been started by Liberty Iron & Metal Company. They will be located on a 130,682-square-foot tract at Industrial Boulevard and the Rock Island tracks.

In preparation are the plans for the plant and offices of the Uvalde Construction Company which will be located on a 440,000-square-foot tract at Industrial and Hiline Drive.

Development in the northern half of the district, set aside for heavy industry, will get under way after the completion of drainage work, which is now in progress. More than \$500,000 has been invested

by Industrial Properties Corporation in sewage, utilities, and other improvements since development of the area began.

Southern Plow Company's new home is a \$135,000 structure of masonry and steel at 1202-14 North Industrial Boulevard at Howell. Its total area of 25,000 square feet includes 23,000 for warehouse, with the remainder for offices and display room. The warehouse is served by a spur track of the Rock Island Lines.

Work is scheduled to begin soon on a warehouse project for the P-W-H Corporation, a new Dallas investment concern, which has purchased property for the warehouse on Howell Street, west of Industrial Boulevard, in the Trinity Industrial District. The initial construction will be a 20,000-square-foot unit of a proposed 300,000-square-foot warehouse. The first unit is expected to cost about \$100,000. It will be built of brick and tile and 10 per cent of the space will be reserved for offices. The entire project will cover a block and will provide for truck service off the street and rail service behind the building. The firm of Pettigrew, Worley & Company will be the architect-engineer on the project. Hudson & Hudson, realtors, will serve as agents when the building is completed.





New Zenith Branch. A new branch office at Lovers Lane and Lomo Alto in the "Miracle Mile" business area has been opened by the Zenith Cleaning Company. The building housing the new Zenith office is pictured at left.

Announced by T. E. Milholland, president of Zenith, as part of a continuing expansion program, the new branch will serve the area surrounding the "Miracle Mile" commercial center.

The new unit gives the Zenith Cleaning Company five branch offices in Dallas and is under the management of Mrs. Ida Mae Curry, who has been associated with Zenith for a number of years.

The building providing space for the branch is a new one, whose interior has been adapted for use by Zenith. Fixtures and furnishings of the latest type have been installed.

Zenith has the building under lease but has indicated that it will exercise its purchase option.

Trinity Industrial Area. Described as "just under the Dallas skyline," the Trinity Industrial District is shown in the aerial view of Dallas below to be immediately adjacent to the central business section of the city. Pictured are the projects already completed or under way in-

cluding facilities for the Houston & North Texas Motor Freight Lines, Pi-Do Corporation, Diamond Paint and Wall Paper Company, Standard Electric Company, Van Waters & Rodgers, Southern Plow Company, Slocum Electric Company, and the Continental Trailways Bus System.

The industrial district, shown in the upper portion of the aerial view, extends along Industrial Boulevard between West Commerce and Harry Hines Boulevard and is being developed by the Industrial Properties Corporation, whose general manager is L.S. Stemmons, vice president.





MRS. PEGGY MADDOX

IT ISN'T often that a lady with a perfectly proportioned figure is interested in abnormal or oversized forms, but dainty, blue-eyed Mrs. Peggy Maddox is one of Dallas' successful business women because of her desire to help persons with malformed or weak bodies.

Mrs. Maddox's association with the medical profession is part of the heritage left her by her husband, the late Dr. O. E. Maddox. "We married when I was very young, and he had been such a brilliant student at Johns Hopkins University that I decided to study medicine in order to follow more closely his career," she recalled. "So, I attended pre-medical classes in Baltimore for a while."

When her husband died, Mrs. Maddox decided she would be less lonely if she had a job to do. She had never worked a day in her life, outside of her home, but had often been told she had a

flair for designing, so she enrolled in Greenway's School of Design in New York City. Her earlier interest in the medical profession came to the front once more when the class began the study of corsets and figure-correction garments. Mrs. Maddox then decided to specialize. She attended a surgical fitting school in Ohio and later went to Warm Springs, Ga., to study the special problems of the victims of infantile paralysis.

Her business now consists of designing and making surgical garments, such as braces to strengthen the spine, corsets to lend support after operations, props for crippled children, and custom-made fashion corsets and girdles. As most of her business is referred, that is, the patient comes to her with a doctor's recommendation, her two shops in Dallas are located in the hearts of the medical districts—on Oak Lawn near Fair-

Mrs. Peggy Maddox

mount and in the Medical Arts Building. Mrs. Maddox has had the downtown location for over 10 years, and last month opened a larger center at 2625 Oak Lawn. A large part of her work is done at the hospitals, more particularly the Scottish Rite Hospital for Crippled Children and Lisbon Veterans' Hospital.

"If anyone were to ask me about the finest group of people I know, I think I would say it was the doctors and their staff at Lisbon," she said. "They work as hard as they can for our veterans, and every one of the patients respects and admires them. You can tell that by the attitude among the men, and the way they talk about and to the doctors and nurses helping them."

"I have the greatest admiration for the work being done at that hospital, and only wish that more of the business people in Dallas could go out there and see the miracles that are being performed in their own city for the wounded veterans by the doctors—many of whom have private practices here in Dallas and the rest of whom are regular veterans' physicians."

She laughed about the nicknames given her when she goes to the Veterans' Hospital to measure and fit the men for braces. They call her Gertrude and Myrtle with the girdle. But many of them greet her as if she were their mother. They ask her for advice sometimes, but usually they find it easy to talk over their problems with the tiny, silver-haired woman, and reach decisions for themselves.

"Each design for a surgical garment is entirely different and meets a completely new problem," she commented.

"That is the way when one does custom-made work. The difference isn't just in the way I have to build the brace or make the corset; but each job is coping with a new mental attitude towards what is being done for the customer. Sometimes, I even have to make them trust their doctor's opinion as to what needs to be done, then I have to gain their faith in believing that I can help them, and

(Continued on Page 67)



ROLLS-ROYCE

*. . . will be distributed in the Southwest
by S. H. Lynch & Co.*

The most fabulous motor cars in all the world . . . Rolls-Royce and Rolls-Royce Bentley . . . usually "owned by Kings and Rajahs" (LIFE Magazine, December 8) are now available to discriminating people of Texas and the great Southwest. The features of these magnificent automobiles are so breathtaking mere words are not adequate to describe the custom-built coachwork that takes five months to complete . . . and the amazing precision with which each engine is made. Rolls-Royce owners drive and treasure their cars for as long as thirty years!

S. H. LYNCH & CO.

PACIFIC AT OLIVE, DALLAS Importers & Distributors



PICTURED., top, left, John E. son, left, and J. Ben Critz, from right, top, State Repres. W. O. Reed, left, and E. L. Mineola, train engineer; left, J. C. Sloan, Texas & Pacific passenger agent, left, and Frank Harting, member of General Motors Club of Dallas, who was in charge of Dallas arrangements; and W. H. Hitzelberger, executive vice president and general manager of the State Fair of Texas.

Train of Tomorrow

DALLASITES got a preview of future railroad travel last month as they paraded through the blue-green and stainless steel General Motors Train of Tomorrow during its four-day exhibition visit to the city.

An operating view was given Dallas press and radio representatives, city and county officials, railroad and General Motors executives as they rode into the city from Millsap, where they were taken to meet the streamliner aboard a special

train of the Texas & Pacific Railway.

One of the most popular attractions for the passengers was the Astra Dome built into the rooftop of each of the four cars making up the Train of Tomorrow. The Astra Dome extends two feet above the car roof level, and a six-foot, two-inch depressed center aisle provides headroom. Thirty feet long and 10 feet wide, the Astra Domes provide reclining seats for 24 passengers in the sleeping, chair, and lounge cars, and tables and seats for

GENERAL MOTORS' "NEW LOOK" in railroad passenger trains is pictured below, center, as it stands on a Texas & Pacific Railroad siding at Fair Park along side a present-day counterpart. The Train of Tomorrow's appointments on its three and four levels were thoroughly inspected by more than 125 radio and press people and others who circulated freely through the four cars during its run to Dallas for its first Texas showing. Photo at left shows Ray Baumgardner, Dallas manager for International News Service, in conversation with a passenger, while Fairfan Nisbet and Don MacIver of the "Dallas Morning News" discuss some of the train's features. At bottom, right, Ralph Maddox of Radio Station WFAA, at left of microphone, is shown interviewing George Rukgaber, train manager. Others pictured, left to right, are Frank Harting, member of General Motors public relations staff; Deryl Hull, chairman of the General Motors Club of Dallas, who was in charge of Dallas arrangements; and W. H. Hitzelberger, executive vice president and general manager of the State Fair of Texas.

18 in the dining car Astra Dome.

Inspecting the train throughout during its run into Dallas, the General Motors' guests found many other features such as air conditioning on the entire train by Frigidaire, fluorescent lighting, with individual directed seat lights for reading, inter-car phone service as well as "train-to-anywhere" radiophone service in transit plus plug-in phone service while in stations, specially developed railroad Thermopane glass, designed to provide safety and give protection against sun glare and heat, radio-recorder-address system throughout the train, and independent power system in each car, which, operated by a Diesel engine, provides for air conditioning, ventilating, and lighting.

The train, which consists of a chair car, dining car and kitchen, sleeping car, and lounge car (observation), is pulled by a standard 100-mile-an-hour, 2,000 horsepower General Motors Diesel locomotive, designed and manufactured by General Motors' Electro-Motive Division. The power is developed by two 1,000-



—Photographs by Thomas K. Cone

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DALLAS

Dallas Visited By Grand-Niece Of City's Founder

THE city that was founded by a Tennessee lawyer and surveyor when he set up a trading post in 1841 on the banks of the Trinity River to do business with the Indians was viewed for the first time last month by his grand-niece—75-year-old, white-haired Mrs. Lillah A. Jones of Memphis, Tenn.

Her sightseeing tour took her first to the log cabin of her great-uncle, John Neely Bryan, which as Dallas' first building stands preserved today on the courthouse lawn only a few feet from its original location at Commerce and South Houston Streets.

Although this was Mrs. Jones' first trip to Texas, her earliest recollections are those of her grandfather, Dr. John Carroll Bryan, talking of his brother who was pioneering in the Republic of Texas. Her sister, Mrs. Lucy E. Trent, wrote a biography of their great-uncle, which was the official book on the history of early Dallas during the Texas Centennial.

She recalled that the logs for the John Neely Bryan cabin, now a Dallas County shrine, were cut from a cedar forest that covered the Dallas area and that the cabin became the first and only post office in Texas under the republic, with Mr. Bryan becoming the first postmaster in 1843. Later, in 1850, the cabin became the first county courthouse, she explained.

Although her "first love" is travel, Mrs. Jones is a gifted poet. Upon discovering that President Truman's mother, the late Mrs. Martha Truman, had the same birthday as her own, she sent her a poem that began: "It is sad to grow old and fade like a rose, but it is sweet to live and think of those who made your life so sweet in its mold." A letter of



DALLAS COUNTY SHRINE—log cabin of John Neely Bryan—was first point of interest for Mrs. Lillah A. Jones, Memphis, Tenn., grand-niece of the city's founder, when she made her first visit to Dallas last month.

gratitude from the President surprised Mrs. Jones a few days later. Since then she has had two letters from the White House in response to an elegy for Mrs. Truman and a poetic tribute to the President on his birthday.

Mrs. Jones was pleased to find the cabin of Dallas' founder so carefully

preserved and was interested in learning that it is located now at approximately the place where her great-uncle shot a huge buffalo as the marker for the site of Dallas. The original site of the cabin is now the location of the Triple Underpass, a motorists' gateway to downtown Dallas.

horsepower, two-cycle, 12-cylinder, v-type General Motors Diesel engines.

More than 500 Dallas business and civic leaders attended a preview luncheon at the Baker Hotel and then looked over the train during the afternoon before it was opened to public display.

"By building and displaying the Train of Tomorrow, General Motors has rendered a great service to the railroad industry," the luncheon guests were told by W. G. Vollmer, president of the Texas

& Pacific, which cooperated with General Motors in the Dallas exhibition.

"The general public as well as the railroads and General Motors will profit by this more than a dream come true," Mr. Vollmer continued. "The train points to the tremendous natural interest which men, women, and children in every walk of life have for railroad trains and the way they run, and General Motors has recognized this basic interest by going

outside its own industry to arouse public enthusiasm and to focus public attention upon the railroads."

John E. Johnson, former Dallasite and assistant director of public relations of General Motors, described the many new details in the train's construction. The train and its accompanying officials were formally welcomed to Dallas by J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce.



Public Relations Awards Given 7 Business Leaders

FOR outstanding accomplishment in 1947 in the field of public relations, seven Dallas business leaders were among the nine Texans last month who received the first annual Roger awards of the Public Relations Institute of Texas.

The presentations for achievement in "applying the principles of sound public relations through top-flight proficiency from the professional public relations standpoint" were made at the Institute's first annual awards dinner at the Hotel Adolphus.

The citation for the best over-all job done in all phases of public relations during the past year, in the opinion of the judges, went to E. P. Simmons, president of Sanger Bros. The inscription on the plaque read: "For outstanding performance in applying the principles of sound public relations for the benefit

both of his business and his community during 1947."

Awards of merit were made in various phases of public relations as follows:

Community relations—W. G. Vollmer, president of the Texas & Pacific Railway.

Customer and consumer relations—Herbert Marcus, president of Neiman-Marcus Company.

Press relations—George W. Jalonick III and Winston C. Castleberry, vice presidents of Southwest Airmotive Company.

Stockholder relations—Fred F. Florence, president of the Republic National Bank.

Trade and industry relations—Fred F. Murray, president of the Oil Well Supply Company and chairman of the

CO-WINNERS OF THE AWARD for effective press relations at the first annual awards dinner of the Public Relations Institute of Texas were (1) Winston C. Castleberry, left, and George W. Jalonick III, right. Others pictured are: (2) E. P. Simmons, who won the over-all award; (3) Edward Marcus, who received for his father, Herbert Marcus, the citation for customer and consumer relations; (4) Fred F. Murray, seated, winner of the award for trade and industry relations, shown with Gerald Cullinan, left, and Paul Cain of the Eldean Organization, which is handling the public relations program of the American Petroleum Institute; (5) Fred F. Florence, left, cited for outstanding stockholder relations, and Dwight H. Pickard; and (6) J. B. Shores, director of public relations for the Texas & Pacific Railway, who received for W. G. Vollmer, T. & P. president, the citation for community relations.

oil industry public relations committee for the Gulf Southwest district.

The public relations director was pictured by B. C. Jefferson, principal speaker at the dinner, as playing an increasingly important role in the industrial and business life of the community.

"He is taking his rightful place as an important factor at the policy-making level in business," said Mr. Jefferson, who is associate editor of the "Dallas Times Herald." "The time is nearing when the business leader will demand and act upon the advice of a public re-

(Continued on Page 64)

POST WAR LEADERSHIP

IN GREATER DALLAS RESIDENTIAL PROPERTY SALES

\$19,367,005.32

THREE-YEAR TOTAL FIGURES

DURING THE PAST THREE YEARS 3,094 FAMILIES SOLD AND PURCHASED HOMES FOR THE ABOVE TOTAL THROUGH THE CURRIN ORGANIZATION.

IN 1945—

886 families sold and purchased homes through the Currin Organization for a total of \$5,203,431.50.

IN 1946—

1,210 families sold and purchased homes through the Currin Organization for a total of \$8,009,581.32.

IN 1947—

998 families sold and purchased homes through the Currin Organization for a total of \$6,153,992.50.

The sustained leadership in volume of sales and number of clients served reflects not only the excellence of our properties and the confidence of our customers but also the ability and efficiency of the Currin Organization.

KATHRYN CURRIN

and Associates

MAIN OFFICE
5964 N. W. Highway
Emerson 6-2811

PARKDALE OFFICE
5453 Forney Road
T-3-8114

CITYWIDE

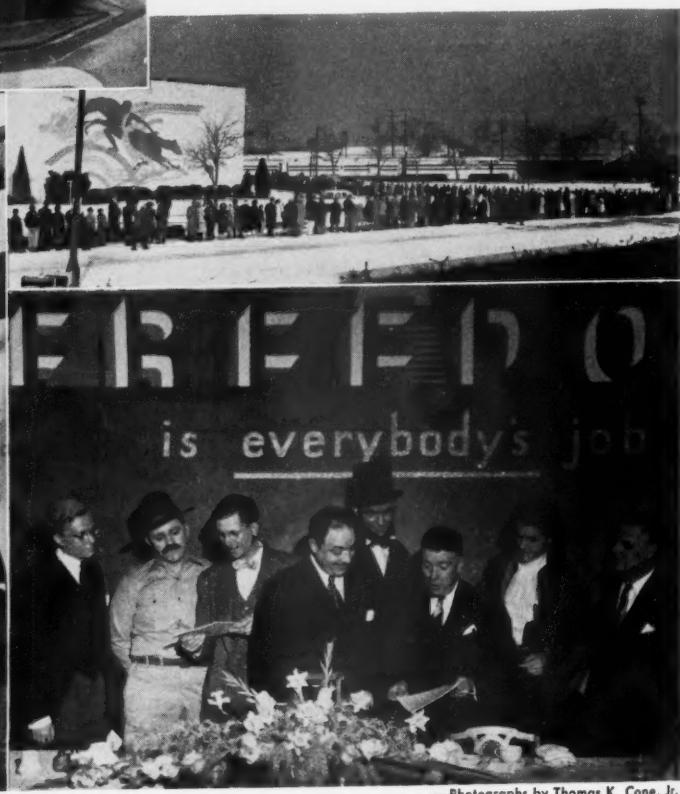
SERVICE

LAKWOOD OFFICE
1835 Abrams Road
T-3-8111

OAK CLIFF OFFICE
324½ W. Jefferson
W-1108



FIRST TO SIGN the Freedom Train's rededication scroll was Mrs. Virginia Falls Clark, mother of U. S. Attorney General Tom Clark, who is pictured at center, left, with, left to right, Mayor Jimmie Temple, Austin Scott, Train Director Walter H. A. O'Brien, and Willard Crotty, president of the Dallas Junior Chamber of Commerce. Among the hundreds of youngsters attracted to the red, white, and blue "Spirit of 1776" were, bottom, left, Billy Orman and Genie Orman, 2329 Nicholson Drive. Below is shown a portion of the continuous line of Dallas citizens who waited until their turn to see the train's priceless papers. Woodrow Wilson, Theodore Roosevelt, Abe Lincoln, and Patrick Henry spoke at the Freedom Day luncheon in the costumed persons of John Renshaw, Bill Slack, Robert Brickell, all of S.M.U., and Douglas Channell, Highland Park High School, bottom, right. Others shown, left to right, are P. M. Rutherford, Steve R. Wilhelm, Tom McHale, and L. C. Roberts, president of the Dallas Advertising League.



—Photographs by Thomas K. Cone, Jr.

Freedom Train

A TRAIN-LOAD of paper monuments to America's past were viewed by thousands of Dallasites last month during the two-day visit to the city of the red, white, and blue Freedom Train.

They were the 127 basic documents of the nation's history such as the original copy of Lincoln's Gettysburg Address, the manuscript of Francis Scott Key's "Star-Spangled Banner," and Jefferson's original Declaration of Independence. The documents comprised most of the

display in the streamlined, three-car train.

The Dallas visit of the Freedom Train climaxed a round of activities in observance of Rededication Week, sparked as a community-wide patriotic revival by the Dallas Junior Chamber of Commerce. Freedom Day, opening day of the train's visit, was keynote by a special luncheon of the Dallas Advertising League, which had directed the program of publicizing the train and its hallowed cargo of his-

torical papers, with P. M. Rutherford as general chairman.

Ranging from Columbus' letter on the discovery of America to General Clark's message of victory in Europe, the documents also included Washington's copy of the Bill of Rights, and a penciled note from Roosevelt to Stalin regarding General Eisenhower's appointment as European commander-in-chief.

First Dallas visitor officially to enter the train was Mrs. Virginia Falls Clark, mother of United States Attorney General Tom Clark, who conceived the idea of the Freedom Train. At the opening ceremonies, Mrs. Clark was presented with a plaque by R. L. Thornton, president of

1948 Community Chest Drive

Chairman to Be B. F. McLain

The 1948 campaign of the Community Chest of Dallas County will be directed by B. F. McLain, general manager of the Hart Furniture Company, who served for four terms as president of the Dallas Chamber of Commerce.

The new campaign chairman has served the Community Chest in various other capacities. He was chairman of the special gifts division in the 1947 fund-raising drive, was chairman of the agency committee last year, served as a volunteer solicitor in many previous campaigns, and was chairman of the Dallas Citizens' Council committee which helped to re-

organize the Chest in 1939.

Jack Moffett has been elected to his fourth term as executive director of the Community Chest. J. M. Floyd, advertising director of Lone Star Gas Company, has been elected to the Chest's board of directors. To head Chest committees for 1948, directors have named the following: Executive, E. P. Simmons; agency, R. L. Tayloe; church relations, Dean Gerald G. Moore; budget, John E. Mitchell, Jr.; finance, Howard P. Holmes; community relations, Frank M. Ryburn; legal and endowment, Paul Carrington; and publicity, J. M. Floyd.



B. F. McLAIN

the Mercantile National Bank, who served as chairman of the Dallas Rededication Week program and is the only Texas director of the American Heritage Foundation, sponsor of the train. The plaque contained a likeness of Attorney General Clark and included his biography. Major Jimmie Temple gave the welcome address as honorary chairman of the week's program. A. Robert Beer spoke as general Freedom Train chairman for the Dallas Junior Chamber of Commerce.

At the luncheon of the Dallas Advertising League, keynoting the Freedom Train theme that "Freedom Is Everybody's Job," Steve R. Wilhelm, principal speaker, conversed with four famous characters in American history—Patrick Henry, Abe Lincoln, Theodore Roosevelt, and Woodrow Wilson—played in costume by Southern Methodist University and Highland Park High School students.

Interrupted at intervals by the historical personages, Mr. Wilhelm used the viewpoints they expressed as a basis of his plea for a rededication to America's founding principles and an informed, interested public to ward off another international war.

While apologizing to Woodrow Wilson for America having permitted the League of Nations to collapse, Mr. Wilhelm said, "In the United Nations today, one nation prevents a righteous peace. Should this nation cause an open rift in the organization, America must be prepared. The world today is a clashing of political ide-

25 Harvard University Graduates Pick Dallas for Business Career

FROM Harvard University, there came additional support last month for the conclusion of the Dallas Chamber of Commerce that the Southwest is America's No. 1 region of opportunity.

The recognition of the Southwest as one of the nation's fastest growing areas and of Dallas in particular as a community offering extensive opportunities for prospective business leaders was pointed up by 25 mid-term graduates of Harvard's School of Business Administration, who selected Dallas as a place to settle down.

This was revealed by Robert F. Amundsen, president of Dallas Chapter

of the Harvard Graduate School of Business Administration Alumni, who said that approximately 12 per cent of the entire mid-term graduating class is moving to Dallas, primarily because of the faith of the graduates in this area becoming the leader of an industrialized Southwest.

Brief biographical and educational summaries of each of the 25 Dallas-struck graduates have been forwarded by the director of placement at Harvard University to Mr. Amundsen, who has turned the personal resumes over to the Dallas office of the Texas Employment Commission for possible job placement of those who have not already made commitments with Dallas employers. The TEC office, under charge of M. R. Kelly, district director, is now in process of making the individual histories available to interested Dallas employers.

William Montgomery, secretary-treasurer of the Dallas Harvard alumni chapter, indicated that most of the graduates coming to Dallas have turned down opportunities of employment with business organizations in the North and East, preferring to take a chance on growing up with Dallas and the rapidly developing industrial Southwest.



—Photographs by Thomas K. Cone, Jr.

MAN OF MANY JOBS is Charles R. Wise, who is pictured at left on duty in his barber shop; at center, busy at his desk as newly appointed general counsel for the Greenville Avenue State Bank; and at right, advising a client in his law office.

Versatile Mr. Wise

GOING to the office by one Dallas businessman would seem to most people similar to a daily session in a three-ring circus, but to Charles R. Wise it is just part of what makes his life worth-while.

Mr. Wise—farmer, barber, notary public, lawyer, banker, and personal friend to all the merchants and shoppers for miles up and down Greenville Avenue—is politely amused at folks who “don’t have enough time to do anything.” Mr. Wise worked on his father’s farm near Wise (named for his family) in Van Zandt County, until one day he decided he might like being a barber. His brother, Spencer Wise, and a neighbor, Edward Reed, joined him in coming to Dallas and the three men set up a barber shop where the Greenville Avenue paving ended. Their shop has been a mecca for the neighborhood for more than 20 years.

After mastering the tonsorial arts, he began the study of law between haircuts, and in 1942 was graduated from an accredited law school and admitted to the bar. Later, he helped organize the Greenville Avenue State Bank, and last month was elected general counsel of this institution.

Mr. Wise, who lives at 6149 Lakeshore Drive, thinks that his success as a neighborhood businessman can, in a great part, be attributed to his small-town background as a boy. He always has time to talk to his customers, and he understands them and their problems.

Although he is only 42, he has a baby book at his office in which he enters the names of second generations of families he has served for haircuts. Such occasions are momentous ones for him as well as for the youngsters and their parents.

Another field Mr. Wise has excelled in

is letter-writing. During the war, his main interest was in corresponding with all the 542 customers for whom he had blue stars on a flag in the back of his shop at 2009 Greenville, next door to the Arcadia Theater. These letters were almost diaries of Dallas activities as well as accounts of those who came into the shop on leave and where former “regulars” were stationed. One such letter to an Army private told him that a buddy of his was in a certain outfit in India. The private was able to locate his pal, for they were in the same town.

Mr. Wise is a mild, unruffled man who is as deft with his fingers on stubble as he is with his tongue when collecting for a client. And people who for years have told jokes of doctors being accosted at parties for free advice on aches and pains can now start talking about the barber who is sincerely asked, “Do I have an air-tight case?” and “What are the advantages of a co-signed loan?”

CHARLES D. FAIR, formerly advertising and display manager for Hovland-Swanson and Company of Lincoln, Neb., who after Army service in World War II became director of advertising and publicity for the Southwestern Medical Foundation, has been named to a similar position with Sack Amusement Enterprises, film producers and distributors, with home office in Dallas.

A new Dallas law partnership under the name of Hamilton, Edwards & Shults has been formed by DEXTER HAMILTON, HENRY P. EDWARDS, and LESLIE SHULTS, with offices in 1202 Southwestern Life Building.

SINCE 1885...



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DALLAS



The Alamo

By John Myers Myers. Published by E. P. Dutton & Company. 240 pages. \$3.

IN his book, "The Alamo," John Myers tells a story dear to the heart of every true Texan.

Of his research in writing the book, Mr. Myers says: "Barring versions which may exist in manuscript, this is the first chronicle of the Alamo which seeks to present the story of that historic structure in full." He further states that although the story of the Alamo is familiar to everyone, it is really not known at all. And he promptly sets out to tell that story.

He has given a briskly moving, well organized recording of one of the most dramatic and significant chapters in world history, and he has made of it far more than simply the historical portrayal of the Siege of the Alamo. Here is a significance that is more than the geographical and historical fact of an old mission, later to become a fort, and finally to become a shrine. No page in all history holds more of the thrill and emotion than the Siege of the Alamo, and Mr. Myers has told the story well.

He has divided the book into three parts. Part I, entitled "The Alamo and the Texans," covers early history of the mission and its story as it sweeps through early years of Spanish and French exploration and exploitation, trial and error methods in settlement, knavery,

heroism, and international entanglements. Thus he lays the scene for the brief and important period which rendered the Alamo its place among history's immortals.

Part II is entitled, "Four Men Reach the Alamo," and its four chapters give brief biographies of James Bowie, William Travis, David Crockett, and Antonio Lopez de Santa Anna. In these sketches he includes the greater part of Texas' history and the ever shadowing tactics of Mexico's internal and foreign policy of the time.

Chapter III, entitled "The Siege of the Alamo," is a very fine detailed description of the fort and the garrison, the plan and maneuver of the besieged, the tightening siege, the final assault, then swiftly the result of Goliad and San Jacinto, and finally Texas' freedom. Included in the book are four good maps, "Spanish Texas," "Austin's Map of Texas in 1835," "Diagram of the Alamo," and "Military Map of Texas, 1835-36."

Mr. Myers' style is refreshing. He handles familiar material with a new approach and makes very real this event which, as he expresses it, ". . . has always been one to conjure with; but the name belonged to a formless, if glorious, shade rather than a solid body." It is a well-developed, concise treatment of history and it is sparklingly readable. He gives due credit to all sources, making helpful comparisons. The book is a valuable addition to existing Texana. Students, teachers, and collectors will welcome this book, and it is of no little importance that it will be welcomed likewise by a host of readers who like factual, historical material, who enjoy suspense, drama, and excitement, and who have been longing for a really good book about the Alamo. This book has all the charm of good fiction and all the thrill of the colorful past.

For a rededication to our special

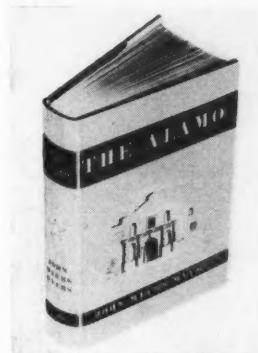
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heritage as Texans, in a world that would be free, we recommend an early reading of "The Alamo" by John Myers Myers.

ESTELLE AMOS

The Five Great Rules of Selling

By Percy H. Whiting. Published by McGraw-Hill Book Company. 257 pages. \$3.

Labor Relations and Human Relations

By Benjamin M. Selekman. Published by McGraw-Hill Book Company. 255 pages. \$3.

TWO new books in the McGraw-Hill industrial organization and management series are "The Five Great Rules of Selling," written by Percy H. Whiting, managing director of the Dale Carnegie Institute, and "Labor Relations and Human Relations" by Benjamin M. Selekman, Kirstein professor of labor relations in the Harvard Graduate School of Business Administration.

Several years ago, Dale Carnegie decided to offer a course in selling to supplement his course in effective speak-

ing. He asked Mr. Whiting to select a suitable textbook, one that dug right into the basic fundamentals of selling. After carefully reading all the ones available, Mr. Whiting came up with one: His own. He contends that most of the books on "how to sell" tell the salesman to be brave and confident, but neglect to tell him to become brave and confident.

The main purpose of "The Five Great Rules of Selling" is not to list the needed qualities in a salesman, but to tell one how to acquire those assets that are prerequisites to being a top-ranking salesman. And in seeking to achieve this purpose, Mr. Whiting accomplishes a lot in his 257 page book.

His five great rules are easily adapted to any phase of business, and are in a sense rules for selling a company as well as the products and services in which that company deals.

They are: First, to get the prospect's attention on something with which he is already acquainted; such as the courtesy of his employees to strangers in the plant, or a new construction or convenience feature of his establishment, or a personal incident in his life that ties in with his business. To go into an office and comment that a man is the country club

golf champion is to lead him away from your purpose; but to commend him for being president of the state association of the men in his field, or to mention that you read in the newspaper or heard on the radio a comment regarding a position similar to one you know he stands for in his business practices is to gain the necessary undivided attention that an effective salesman considers fundamental in selling, the author points out.

The second rule carries out H. A. Overstreet's idea when he said that selling, to be an art, must involve a genuine interest in the other person's needs; otherwise it would only be a subtle, civilized way of pointing a gun and forcing a person into a temporary surrender. Mr. Whiting states that a salesman should always be sure of the pertinent facts of his product and never overrate any item, for to be accused of doing this is to gain ill will and lose not only that one customer but also all of his acquaintances to whom he would tell the story. This hinges on the third rule: Give the prospect enough facts to convince him that he will be justified in his purchase. Although Mr. Whiting stresses that a long sales talk is no sales talk, he declares that the repetition of pertinent information will help convince the prospect.

Next, point out the need for that product in the prospect's business setup; tell him which article would fit a certain need in his plans; paint for him a picture of his satisfaction after he has bought the product. Here again, if the salesman resorts to overselling he will see his best-laid plans backfire. He must lead the customer by suggestion rather than push him into the sale. He must remember that to be a polite and considerate listener is more essential in a salesman than to be eloquent. He must not try to anticipate the prospect's reactions, for this is one of the easiest methods of getting sales-resistance.

The last rule is one which the salesman must gradually become adept in following. Nevertheless, even beginners must strive to work by it; that is, not be too anxious to get the prospect's signature on the dotted line. Any top-ranking salesman would prefer that a prospect say frankly that he does not need the product now but will buy the particular item when he does have a use for it—rather than strong-arm the prospect into signing for a product or service which he intends to use at a minimum or causes him to comment that he does not use it to all who step inside his plant. A

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signed order does not mean that you have gained a customer; it may mean you have the signature of a man who feels he has been a sucker or that he gained from the purchase only in that he got rid of the salesman.

A salesman must move the prospect cautiously along the road of selling. He must let him really sell himself. Then, when the prospect sees a definite place in his organization for the equipment or service, the salesman must not be afraid to ask for the order.

Mr. Whiting suggests closing such an interview by contrast; that is, if the prospect seems undecided but interested, a good salesman will help him list the advantages of the purchase against the disadvantages. In this way, the prospect knows that the salesman has considered both sides of the question, and good will is gained for the company.

Mr. Whiting's book is well organized, and can be referred to almost as easily as a dictionary. His concise analysis of the problems of selling, and the thoroughness of his discussion make "The Five Great Rules of Selling" ideal for instruction or review in "how to sell."

Benjamin M. Selekman's "Labor Relations and Human Relations" follows much the same path in easy economic reading as do the Stuart Chase books. It is, for the better portion, a discussion of the Taft-Hartley Act and the National Labor Relations Act as regards their impetus on both industry and the men working for industry.

Mr. Selekman feels that the two laws belong together in the chain of events that reveal labor relations in the United States as still being in the crisis-condition in which neither direction nor constitution can yet be charted. The difference in the original and scope of the two laws is to him only typical of the trends.

He stresses that good relationships between management and its men is the goal of all prosperous business. He questions the merit of either side seeking governmental help through laws or injunctions, and tries to depict the ideal setup of all three working together and none profiting at the expense of either of the other two. His aim and his sermon is on collective bargaining with a customer's or a people's representative being the "governmental representative." He feels that there is a definite need for both mature managers and mature labor leaders, and leaves the impression that both sides are equal in their lacking of these men.

A large portion of the book is devoted

to a discussion of the importance of setting up an original contract that is acceptable in fact and theory to both sides, and thus will eliminate a lot of future grievances from the start.

MARY FLETCHER CAVENDER.

New officers of the Dallas Junior Bar Association have assumed their duties as follow: LOUIS NICHOLS, president; NED FRITZ and BEN ATWELL, vice presidents; and EDWARD G. TAYLOR, secretary-treasurer.



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Resources of Dallas Banks Go Up Nearly 10 Per Cent

REPORTS received by stockholders and directors of Dallas banks at their annual meetings last month revealed that aggregate resources and deposits had increased by nearly 10 per cent over the previous year, reflecting substantial growth for Dallas and its trade territory.

Deposits of the city's 20 banking institutions added up to \$1,021,950,076 as of the last national bank call of December 31, 1947. This was a gain of \$88,831,891 over the total of \$933,118,185 as of December 31, 1946.

Bank clearings as of the last national bank call date totaled \$11,244,865,400 for the year as compared with \$8,688,884,300 for 1946, an increase of \$2,555,981,100. Bank debits aggregated \$10,317,634,000 for 1947 as against \$8,625,625,000 for 1946, a gain of \$1,691,999,000. Resources of the 20 banks amounted to \$1,102,106,550 as of December 31, 1947, as compared with \$1,009,952,511 as of December 31, 1946, an increase of \$92,154,039.

The gains in resources and deposits are viewed by Dallas bankers as reflecting not only general business prosperity in the Dallas area but also the impact upon Dallas industrial growth of the establishment during the past year of many new businesses in the city including a large number of manufacturing and distributing branches of northern and eastern firms.

Changes in executive personnel including the addition and advancement of officers as well as the election of new directors were made by 10 Dallas banks. The other banks reelected directors and top officers without change, including the American National Bank of Oak Cliff, City State Bank, Fair Park National Bank, Grand Avenue State Bank, Lakewood State Bank, Mercantile National Bank, Merchants State Bank, National City Bank, Republic National Bank, and Texas Bank & Trust Company.

Staff promotions and additions were announced as follows:



First National. R. E. Quisenberry, left, was advanced from assistant vice president of the First National Bank, and J. M. Denson, right, was elected assistant trust officer. Mr. Quisenberry, who has been with the First National 29 years and has been in charge of the bookkeeping department for many years, will continue in that capacity. Mr. Denson has been with the bank for 20 years and has confined his duties for the past several years to the activities of the trust department.

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Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.

Greenville Avenue State. Charlie R. Wise, attorney, was named general counsel for the Greenville Avenue State Bank.

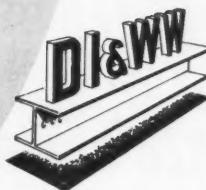
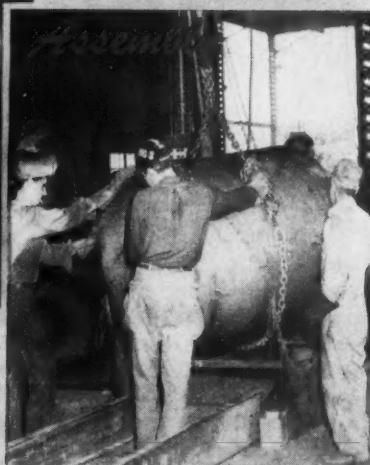
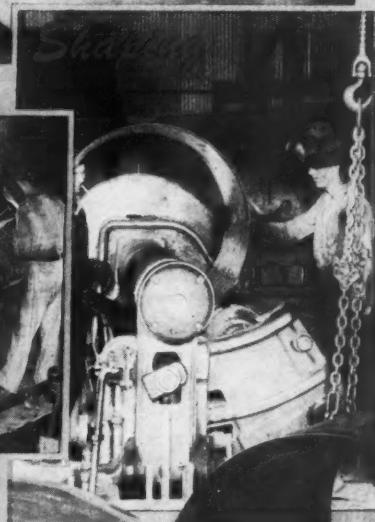
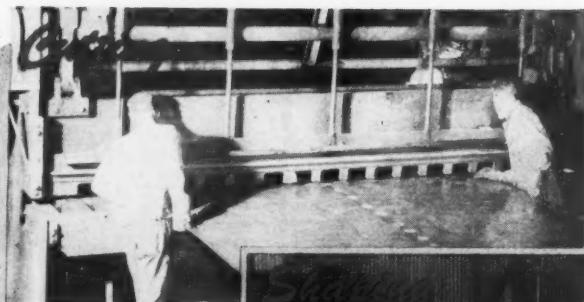
Highland Park State. W. M. Lingo, Jr., president of the Lingo Lumber Company, was elected to the board of directors of the Highland Park State Bank. T.

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L. Murphy, who has been manager of the loans and discounts department since 1943, was named assistant cashier.

National Bank of Commerce. Harry Brodnax, president of the Universal Life & Accident Insurance Company, was added to the board of directors of the National Bank of Commerce.

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Dallas National. Robert A. Vineyard, left, and B. L. Hamilton, right, were elected vice presidents of the Dallas National Bank. They were moved up from assistant vice presidents. Ralph E. Scott, formerly an assistant vice president in the personal trust division of the Irving Trust Company of New York, was elected an assistant trust officer, as successor to the late O. A. Mangrum.

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South Dallas Bank and Trust. Directors of the South Dallas Bank & Trust Company elected two new assistant cashiers: A. B. McCans, left, and Clifford S. Thyfault, right. Mr. McCans began his banking experience with the First National Bank of Fort Worth, later served as a national bank examiner in the Dallas and New York districts, and has been with the South Dallas Bank & Trust since 1944. A former practicing attorney, Mr. Thyfault entered the banking field two years ago after military service in World War II.

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Love Field State. Glenn Prewitt, left, and W. T. Burke, right, were advanced to assistant vice presidents of the Love Field State Bank. W. C. Everett, Jr., was elected an assistant cashier.



Hillcrest State. Three new officers were elected by the Hillcrest State Bank: Miss Nell O'Connell, assistant cashier, left; Donald R. Porter, assistant cashier, center; and Robert C. Coke, assistant vice president, right. Miss O'Connell, who has been with the bank for 10 years, is director of new accounts and custodian of the vault, and is president of the Dallas Institute of Banking. Mr. Porter became associated with the bank in 1938, served three years in the Army Air Forces, and has been teller since his return to the bank in 1946. Mr. Coke, a Navy veteran, has been with the bank since 1946 in the loan and discount department.

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Oak Cliff Bank & Trust. Stockholders elected R. F. Ford, Jr., president of the

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Ford furniture, radio, and appliance store, to the board of directors of the Oak Cliff Bank & Trust Company.



Oak Lawn National. F. G. Henry, above, who has been with the Oak Lawn National Bank since its organization in 1946, was advanced from assistant cashier to cashier. Two new members of the board of directors are Arthur T. Simpson, partner in the Simpson & Cathey Insurance Agency, and Walter F. Johnson, a former assistant national bank examiner, who has been a vice president and cashier of the Oak Lawn National since its opening and will continue as a vice president.

LETTERS

I want to thank you for the copy of the January issue of DALLAS, which contains my article "I Remember Texas." This is the first copy of your magazine that I have seen in several years, and I am pleased to observe that you are still going strong, with excellent format and bright, informative contests.

To keep the record straight, I suppose that I ought to confess that I cannot lay claim to being a native Texan (conclusion jumped at by my friend Russ Lord, who edits "The Land") although I did marry an authentic Texan and was an enthusiastic Texan-by-adoption for some 13 years.

WELLINGTON BRINK.

Editor,
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Washington, D. C.

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IN DALLAS Last Month

WILLIAM S. HENSON, president of the printing firm of William Henson, Inc., has taken office as a director of the National Association of Manufacturers.



Cotton Exchange Chief. A. Edgar Kucera, vice president of R. L. Dixon & Bro., has been moved up from vice president to president of the Dallas Cotton Exchange for 1948. Other officers are David B. Thompson, vice president; and

Karl G. Hunt, reappointed executive secretary and treasurer. New members of the board of directors are Palmer M. Brice, James G. Jeffries, and O. L. Whaley. Holdover directors are Earl H. Edwards, J. F. W. Hannay, John T. Lokey, and H. E. Vaughan. Edmund J. Kahn, retiring president, continues on the board ex officio.

N. F. WHITNEY of Coppell is the first president of the newly organized Dallas County Purebred Livestock Association. J. S. HURST of Lancaster is vice president and HENRY L. JENNINGS of Dallas is secretary-treasurer.

DR. JOHN G. YOUNG, clinical professor of pediatrics at Southwestern Medical College and immediate past president of the Dallas County Medical Society, has been elected to the board of trustees of the Southwestern Medical Foundation.

A new vice president of Vanette Hosiery Mills of Dallas is F. W. BURNETT, formerly of Los Angeles.



New General Manager. Arthur Dominus is the new general manager of the Dallas branch of the New York Merchandise Company, having been advanced to the top executive post in Dallas as successor to the late Louis H. Selby. Mr. Dominus has been with the New York Merchandise Company for 25 years and has been in the Dallas office for 10 years, serving as assistant manager.

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T. P. & L. Treasurer. George R. Marrs, who joined the Texas Power & Light Company in 1924 as a clerk in the company's executive department, has been elected treasurer, succeeding J. E. Van

Horn, who has retired. Previous to his advancement, Mr. Marrs was assistant vice president, a post he held for nine years before entering military service in 1942 and to which he returned after four years in Panama and the Southwest Pacific as a Naval officer.

J. B. TEDFORD, who started with the Texas & Pacific Railway as a waybill filer 30 years ago, has been advanced from traveling freight accountant to auditor of freight receipts, succeeding C. B. MARSHALL, who has retired.

R. B. HOLLAND, president of the Texas Public Service Company, Dallas, has been elected a director of the Missouri Pacific Lines.

Wind-Way Fan & Ventilator Company of New Orleans has named GUS V. VAL-KUS as representative for Texas and Oklahoma.



Exchange Club Leader. Affairs of the Exchange Club of Dallas for the ensuing year will be under the direction of Jess N. Legg, Jr., the newly installed president. Fellow officers of Mr. Legg, Dallas oilman, are Harold F. Lovitt, vice president; and Hugh A. Arthurs, secretary-treasurer.

TRAVIS T. WALLACE, president of the Great American Reserve Insurance Company of Dallas, has been appointed to the board of the Texas division of the American Cancer Society.

THOMAS, JAMESON & MERRILL

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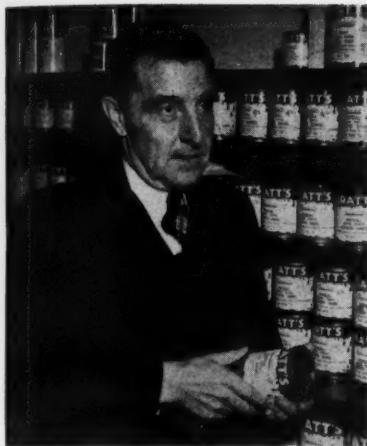
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DALLAS • FEBRUARY, 1948



Named by Pratt Paint. Jere Gilbert, right, has been appointed general sales manager for the Pratt Paint & Varnish Company, 3126 Factory, and F. Basil Godden, left, has been named to succeed Mr. Gilbert as manager of Pratt's retail store at Bryan and Ervay. Mr. Gilbert, who has been associated with the paint industry in the Southwest for many years, formerly operated his own paint contracting business and for the last two years has been manager of the Dallas retail store. In his new post he succeeds A. L. Vinson, who resigned. Mr. Godden has joined the Pratt organization after more than 14 years in the retail and wholesale paint business in Dallas.

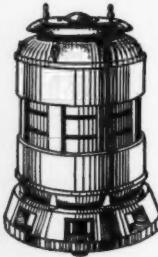
CARL M. BROWN has been installed as 1948 president of the Dallas Association of Home Builders, succeeding ROBERT S. SHELBYNE. Other officers are: AVERY MAYS, vice president; H. D. LEWIS, secretary; WILSON H. BROWN, treasurer; and GROVER A. GODFREY, executive secretary. Directors are WILEY ROBERTS, EDWARD T. DICKER, H. LESLIE HILL, GEORGE MIXON, J. A. CROW, and CHARLES F. MAYER. Dallas directors named to the board of the National Association of

Home Builders are E. P. LAMBERTH, M. A. ENGLISH, ROBERT S. SHELBYNE, and W. W. CARUTH, JR., with HAL MOSELEY, BALLARD BURGER, ANGUS WYNNE, JR., and CLARENCE G. COFFEY as alternates.

O. A. FOUNTAIN, a member of the Dallas law firm of Chrestman, Brundidge, Fountain, Elliott and Bateman, has been named associate counsel of the Reserve Loan Life Insurance Company of Dallas.

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PORTER A. BYWATERS, JR., has become president of the Dallas Chapter, Volunteers of America, as successor to JOHN GENARO. Other officers are C. J. PAINE, treasurer; MRS. KENNETH B. WHITE, Secretary; and I. A. VICTOR, JR., assistant treasurer.

Robert D. Goodwin

ARCHITECT

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S. J. HAY, president of the Great National Life Insurance Company of Dallas, has been named to the joint committee on national service life insurance of the American Life Convention and the Life Insurance Association of America. JAMES RALPH WOOD, general counsel of the Southwestern Life Insurance Company, has been appointed to the organizations' joint committee on legislation.

AUSTIN F. ALLEN of Dallas has been named chairman of the public support committee of the Highway Safety Council of Texas. Other Dallasites on the committee are C. J. RUTLAND, W. J. HARRIS, LARRY CAIN, H. W. NEUMAN, EUNICE PRIEN, E. F. SCHMIDT, and CHARLES E. BEARD.



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Advanced by Oil Well Supply. Promotion of four executives in the Dallas headquarters has been announced by Oil Well Supply Company.

M. F. Hazel, left, top, who joined the Oil Well Supply Company in 1930 as service engineer, has been advanced to general manager of sales from assistant to the vice president, a post he assumed when he returned to Oil Well Supply in 1946 after three years of Navy duty. He will in his new capacity be responsible for coordinating sales activities of the domestic and export divisions and tubular department.

K. Winstead, right, top, who has been associated with Oil Well Supply since 1921 and has served in various capacities, becoming manager of the then Central Midwest division in 1946, has been named assistant general manager of sales. V. J. Waters, left, bottom, who has been with the Oil Well organization since 1919 and has been stationed in Dallas since 1932, has been made manager of the Central Midwest division. C. A. Bell, right, bottom, who began work with Oil Well in 1924, has been appointed manager of drilling equipment sales.

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MRS. DOROTHY DAVIS, who joined the staff of "Holland's Magazine," Dallas, more than a year ago as an editorial assistant after experience in radio fashion writing and in public relations work as a member of the Marine Corps Women's Reserve, has been appointed fashion and beauty editor of "Holland's."

W. L. BRADDY, who has been assistant poultry marketing specialist in Lubbock County with the extension division of Texas A. & M. College, has become assistant Dallas County agricultural agent, succeeding J. W. JENNINGS, who resigned to become county agent of Kimble County.



International Law Partners. The firm of Garonzik and Lary has been formed by Jarrell Garonzik, left, and Eugene Lary, right, for the practice of law in international and Latin-American legal matters. Offices are in 1305 Tower Petroleum Building. Mr. Garonzik, a graduate of the University of Texas, attained the rank of major in the Army Air Forces and served as chief legal advisor to the commanding officer, Air Transport Command, South Atlantic Division, with headquarters at Natal, Brazil. Mr. Lary is honorary attorney-counselor of the Mexican consulate in Dallas, formerly served as chairman of the committee on Latin-American law of the Texas Bar Association, and during the war served as chairman of the committee on inter-American affairs of the Dallas Bar Association.

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Take a Few Intelligent Precautions **NOW** About Your Estate

Heads Claims Managers. L. A. Guthrie, vice president and claims manager of the Employers' Casualty Company and the Texas Employers' Insurance Association, is the new president of the Dallas Casualty Insurance Claim Managers' Council, succeeding W. L. Fuller, claims manager for the Maryland Casualty Company. Willard B. Brown, superintendent of claims for the Massachusetts Bonding and Insurance Company, is vice president of the Council, and Frank E. Zimmer, claims manager for the Fidelity and Casualty Company of New York, is secretary-treasurer.

The newly established advertising and sales promotion department of Puritan Flour Products Company of Dallas is headed by MRS. WANDA JAROTT, who has been with the advertising agency of Rogers and Smith.

A. A. ABERNATHY, who has been manager at Dallas of the Texas real estate office of the National Life & Accident Insurance Company, has become vice president and part owner of the Joyner Mortgage Company, Inc., and the Benton F. Joyner Agency.

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W. G. VOLLMER, president of the Texas & Pacific Railway, has been appointed chairman of the finance committee of the Texas State Research Foundation.

Newly installed officers of the Dallas Association of Cleaners and Dyers are: W. A. LIVINGSTON, president; W. G. SPARKS, vice president; C. W. WALLACE, secretary; and D. A. DAINWOOD, treasurer. Directors are: HERMAN SAMPLE, LEO SPURGIN, ED TENISON, LOUIS BOWEN, GLENN T. DUNN, WALTER PHILLIPS, and G. W. LANKFORD.

DR. WENDEL A. STILES of Dallas has been named to the State Board of Medical Examiners to succeed the late DR. T. J. CROW.

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AAF Procurement Officials. Lieutenant Colonel Beverly H. Warren, right, has assumed command of the Dallas procurement field office of the United States Air Forces, as successor to Lieutenant Colonel Ralph H. Hinkson, who resigned to enter private business. Robert C. Kimble, left, formerly of Wright Field, Dayton, Ohio, has been assigned to the Dallas procurement office as contracting

officer, replacing Maynard K. Weitzel, who also resigned to enter private business.

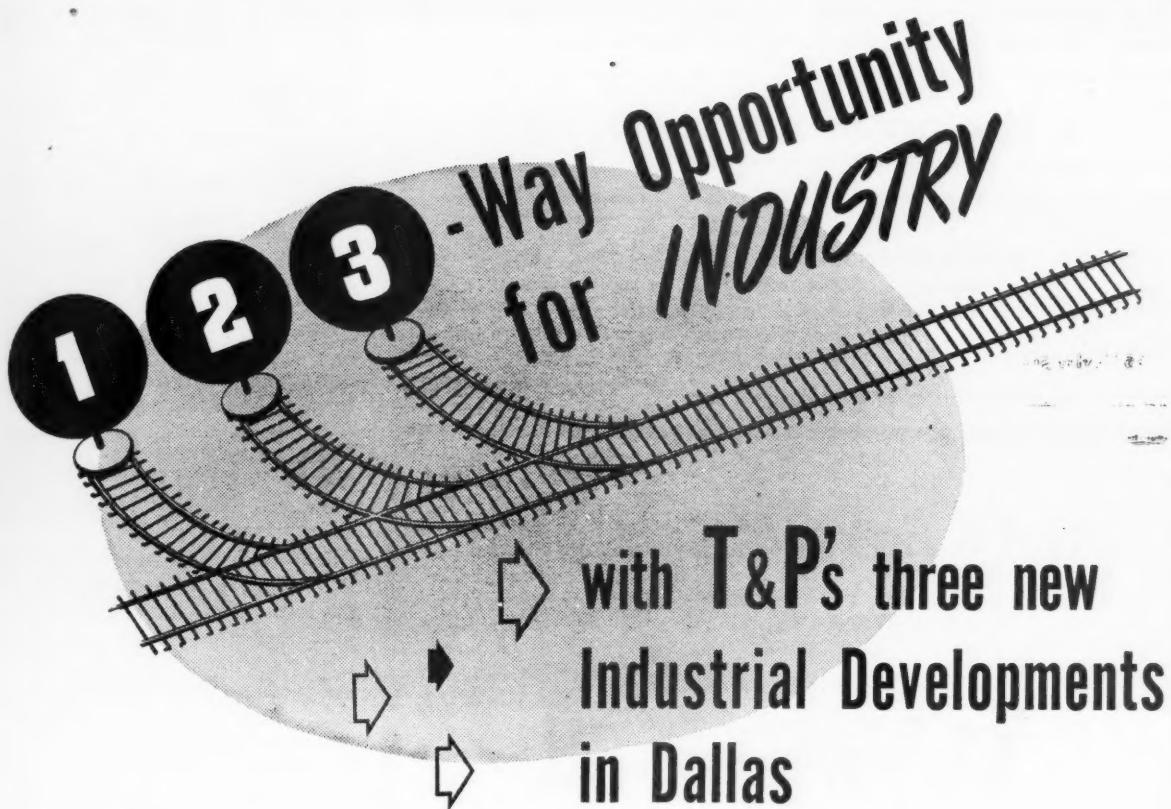
Colonel Warren, native Texan and a command pilot, who during the war served as Air Force representative at various factories, will continue his assignment as Air Force representative with the Consolidated Vultee plant in Fort Worth, dividing his time between the Fort Worth plant and the Dallas procurement field office, which handles all Air Force contracts in the South and Southwest. He had a two-year tour of duty on Guam as deputy for engineering of the 20th Air Force.

Formerly a plant representative of the Air Force and a major in the Air Force Reserve Corps, Mr. Kimble has had experience in handling and supervising Air Force contracts with commercial organizations throughout the country. He was an auditor in the U. S. General Accounting Office from 1936 to 1940, an Air Force officer from 1942 to 1945, also an aircraft consultant with the Reconstruction Finance Corporation and an inspector with War Assets Administration, and in 1947 was transferred to the Air Materiel Command headquarters in Dayton.

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New industrial firms coming to Dallas ... or local companies seeking larger, more conveniently located quarters, will find ideal plant sites in any one of T & P's three new industrial developments.

On the West . . .

Opportunity No. 1—EAGLE FORD DISTRICT

This rapidly growing industrial district includes all land between Singleton Blvd. and the T & P tracks on the Texas and Pacific mainline, from the Texas Company refinery to Horton Street (known as Chalk Hill Road). It is the western link to the Dallas heavy industry area which potentially is all property extending westerly from the Trinity River along the T & P mainline.

Under the Dallas Skyline . . .

Opportunity No. 2—TRINITY INDUSTRIAL DISTRICT

Construction is scheduled to begin in

January on T & P's \$1,000,000 freight terminal, a key installation in the rapidly growing Trinity industrial district. The new freight terminal and other developments will provide unexcelled facilities for fast, convenient handling of inbound and outbound freight.

On the East . . .

Opportunity No. 3—BUCKNER BLVD. INDUSTRIAL DISTRICT

This newly announced area is located on the mainline of the T & P east of Urbandale, near the Dallas city limits. This 233-acre tract is high and level, requiring very little grading for construction. Paving and street widening, extension of utilities are planned for the new district, which has been set aside for fifty years as a district exclusively for industry. Highway connections are excellent.

TEXAS AND PACIFIC RAILWAY



W. C. BRANDES, Dallas City Traffic engineer, has been named to the engineering committee of the Highway Safety Council of Texas.

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Production Manager. Thomas W. Helzer, formerly of York, Pa., has joined the Dallas office of Advertising Incorporated, 2719 McKinney, as production manager. With a background of 10 years of experience in advertising agency and industrial advertising in Baltimore, Mr. Helzer has since his return from military service in World War II received a diploma from the Charles Morris Price School of Advertising and Journalism in Philadelphia.



Vice President. Edgar W. Layton has been elected vice president of the Dallas Title & Guaranty Company and manager of the firm's Oak Cliff branch at 711 West Jefferson. He has been associated with Dallas Title & Guaranty since 1929.

T. C. FORREST, JR.
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Circulation Manager. John F. Spellman has been appointed circulation sales manager for the forthcoming Southwest edition to be published at Dallas by "The Wall Street Journal". He will also continue to serve as circulation sales manager for the Pacific Coast edition published at San Francisco, a post he has held for several years. The first issue of the Southwest edition is planned for March 1, with the starting circulation expected to exceed 11,000.



Dallas Bar President. Leadership of the Dallas Bar Association in 1948 is in the hands of Robert L. Dillard, Jr., general counsel for the Southland Life Insurance Company, who has become president as successor to Harold A. Bateman. Other officers of the association, which has been reorganized with a new charter and by-laws, are Aubrey J. Roberts, first vice president; H. Louis Nichols, second vice president; Clarence Guitard, third vice president; and Mrs.

Helen M. Viglini, secretary-treasurer. Directors are E. Taylor Armstrong, Jr., J. Glen Turner, C. K. Bullard, H. Bascom Thomas, Jr., C. K. Bullard, W. D. White, Lawrence H. Rhea, W. M. Holland, Frank Cain, J. Hart Willis, and Mr. Bateman.

LORAINA BELT, a former assistant buyer with Neiman-Marcus Company and more recently with Bonwit Teller in New York City, has opened a corset and lingerie shop at 2002 South Beckley in Oak Cliff.

JOHN W. CARPENTER, president of the Texas Power & Light Company, has been named to the advisory committee of the National Rivers and Harbors Congress.

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Certainly life is easier and more enjoyable because of Edison's amazing list of accomplishments. People everywhere, at movies, at work, listening to radios, phonographs, riding a streetcar or merely reading at home are constantly aware of the usefulness of his many and varied contributions to better living electrically.

We at Dallas Power & Light Company are proud of our association with the vast electric industry, born from Edison's genius.

DALLAS POWER & LIGHT COMPANY

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HOWARD J. WIECHERN, who joined the Ben Griffin Auto Company, 1601 South Ervay, six years ago as service salesman and most recently has been director of operations, has been appointed supervisor of the newly established commercial sales department which will specialize in truck sales and passenger car sales for fleet and commercial accounts.

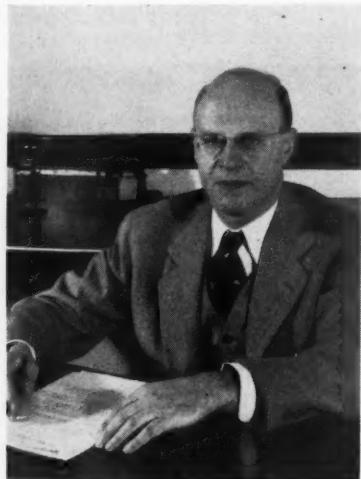


New Southwestern division sales manager for the Chase Candy Company of St. Louis is STANLEY E. FRENCH, who is in charge of sales for Texas, New Mexico, Oklahoma, Arkansas, Louisiana, and Southern Mississippi, with headquarters in Dallas.

Elected by Engineers. P. G. Wallace, a member of the engineering staff of the Texas Power & Light Company, has been installed as president of the Dallas Chapter of the Texas Society of Professional Engineers. Other officers are R. R. Lutrick, vice president; and Frank Chapell, Sr., secretary and treasurer. Directors are O. C. Anderson, R. B. Allen, and William L. Zeigler.

MIKE TIPPS has been elected president of the Dallas Used Car Dealers' Association for the ensuing year. Other officers are R. H. HUFF, vice president; and TOM A. BLUNDELL, secretary-treasurer. New directors are CLARANCE TALLEY, L. A. MURDOCH, JOE BOYD, W. J. JOHANN, and LEWIS HURST.

ALFRED N. SACK of Dallas is the new president of the Texas Association of Visual Education Dealers. JOHN W. GUNSTREAM of Dallas is a director.



Director of Engineering. August R. Maier, who has been chief engineer for the Oil Well Supply Company, has been advanced to director of engineering, with headquarters at Dallas. Mr. Maier, who began his oil career in California, joined Oil Well Supply Company in 1930 as a development engineer at the company's Wilson-Snyder Manufacturing Division in Braddock, Pa., was transferred to Dallas as assistant chief engineer in 1932, and was named chief engineer four years later. He moved his headquarters to Oil City, Pa., in 1941.

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BUSINESS AND INDUSTRIAL PROPERTIES



New York Life Manager. Richard P. Koehn has been appointed manager of the agency branch opened in Dallas by the New York Life Insurance Company, which began life insurance operations in

Texas last month after being licensed by the state insurance department. Mr. Koehn, who will have offices in the Mercantile Bank Building, joined the New York Life in 1932 as an agent in the Des Moines branch. After transfer to the Northern Illinois branch in Chicago in 1935, he became assistant manager of the branch in 1936. He moved to the South Dakota branch in Sioux Falls in the same capacity in 1940, and then in 1941 became manager. He next served as manager of the Nebraska branch and the Milwaukee branch previous to his appointment in 1946 as assistant superintendent of agencies for New York Life's western division, with headquarters in St. Louis.

Dallasites among new officers of the Dallas-Fort Worth Press Photographers' Association are DURWOOD HAYES, "Daily Times Herald," first vice president; GORDON YODER, Paramount News, secretary; and JACK BEERS, "Daily Times Herald," treasurer.



Cottingham Partner. Frank W. Sartain, who became associated with the Cottingham Bearing Company of Dallas a year and a half ago and advanced to sales manager, has become a partner in the firm. A graduate in business administration of the University of Texas, Mr. Sartain has a background of accounting experience which has included service with the Humble Oil & Refining Company, the Freeport Sulphur Company, and the E. R. Boyd & Company.

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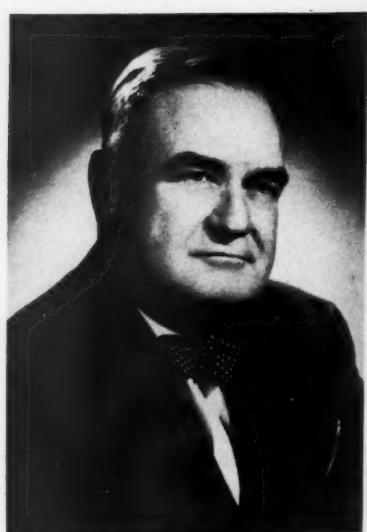
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**GUARANTEE ABSTRACT
& TITLE Co., Inc.**
W. B. POST, General Manager

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Phone C-2251



Easterwood Cup Winner. B. H. Majors, who has served two terms as president of the Dallas Real Estate Board, became the recipient last month of the Easterwood Trophy as the outstanding Dallas realtor in 1947. Presentation of the cup was made to Mr. Majors at a luncheon of the Real Estate Board by E. Gordon Smith, chairman of the awards committee. Cited among his accomplish-



F. M. EAGAN of Dallas has been re-elected vice president of the National Association of Automatic Machine Owners.

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Forms Advertising Agency. E. E. Rominger, formerly associated with the Bozell & Jacobs Advertising Agency for 16 years, has resigned as head of the Dallas branch to establish his own business under the name of Rominger Advertising Agency. Mr. Rominger, a former president of the Houston Advertising Club, has offices in 303 Southland Life Annex. Associated with Mr. Rominger is E. Paul Jones, press and public relations agency head, who will continue to operate his own agency.

ments were his contribution toward relieving Dallas' housing shortage through service as originator and adviser in the development of the Wynnewood Addition in Oak Cliff and his aid along housing lines in facilitating negotiations for the contemplated occupancy of the former North American Aviation plant by the Chance Vought Aircraft Division of United Aircraft Corporation. Mr. Majors is head of the Dallas real estate firm of Majors & Majors and is president of the Reserve Loan Life Insurance Company.

SAM ELLSBERRY, JR., who has been an air-conditioning salesman for the Westinghouse Electric Corporation for a year and a half, has resigned to join his father in the Samuel A. Ellsberry Company, Dallas.

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The government, too, welcomes the aid of CPAs in explaining to taxpayers the accounting requirements involved as evidenced by the fact that the Treasury Department authorizes CPAs to represent clients in tax proceedings.

By assisting in the prompt payment of the right amount of taxes—corporate or individual—Certified Public Accountants help to reduce the cost of paying—and collecting—the Nation's taxes.





New Mexican Consul. Angel Cano del Castillo has assumed his duties in Dallas as Mexican consul, succeeding Efrain G. Dominguez, who has been assigned to Austin. A veteran of 27 years in Mexican foreign service, Mr. Cano has for the last nine months headed the Mexican

consulate in Fort Worth, which he closed before coming to Dallas. He was born in Merida, Yucatan, and was graduated from the Sorbonne after study in Spain and France. For 16 years he was a newspaperman in Spain before entering upon his diplomatic career, which has included service all over Europe, in Japan, and in California, Arizona, and Texas. His Texas posts have included service at Laredo, El Paso, and Galveston, where he founded the Mexican Federation, an association of independent Mexican organizations.

H. H. (RED) WEATHERBY, who has been connected with the Southwest division sales department of Burrus Feed Mills since 1945, has been appointed assistant director of research.

FRANK AKRIDGE has been named manager of the Inwood Super Service Station, which has been opened at Inwood Road and Lovers Lane.



Chevrolet Manager. K. E. Staley, newly appointed regional manager for wholesale operations in the Southwest of the Chevrolet Motor Division of General Motors Corporation, will have supervision over Chevrolet sales in Southern Mississippi, Louisiana, Texas, Oklahoma, New Mexico, and Arizona. Mr. Staley, who went with the Chevrolet organization in 1929 as sales representative in the Omaha zone, advanced through various positions to assistant regional manager of the Atlantic coast area and now succeeds I. X. Sarvis, who has been made assistant general sales manager for the Chevrolet division in Detroit.

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A committee named to review the 20-year-old code of ethics of the American Arbitration Association includes PAUL CARRINGTON, Dallas attorney.

A. A. BURRELL, Dallas representative of the Cooper-Bessemer Corporation of Mount Vernon, Ohio, has been elected a vice president of the firm.

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Bluebonnet
EXTRA PALE BEER

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Typewriters
Adding Machines
Repairs and
Supplies
S. L. EWING CO.
1919 Main Street
C-5401
Dallas

DALLAS • FEBRUARY, 1948

Good railroad service doesn't just happen!



Great and enduring things seldom happen by chance. Only through vision and planned action does man discover new and better ways to serve.

In pursuit of this policy, Southern Pacific maintains a constant program of expansion and improvement . . . seeking new ways to better our services to the traveler and shipper.

As part of the plan to speed trains smoothly and safely over its 15,000 miles of railways between the Gulf Coast and the Pacific Coast, Southern Pacific has invested many millions of dollars in improving tracks and roadbeds. Heavier rail has been laid, stronger bridges constructed, grades reduced, curvatures eased, terminals enlarged and passing tracks extended. Special test cars, equipped with the latest types of scientific instruments, maintain a constant watch over rails, searching for possible flaws. Southern Pacific has its own research laboratory to test the performance of its equipment and materials.

Sweeping improvements in freight and passenger services have been made since the

war. In freight service, fast overnight merchandise trains were restored, and fast pre-war schedules for transcontinental freight shipments were resumed to cut a full day from cross-country runs. Thousands of new freight cars have been ordered and SP shops are working night and day to restore worn equipment to service.

Passenger schedules on all principal routes have been drastically shortened and services improved to give greater comfort and safety to our travelers. Many of Southern Pacific's transcontinental limiteds are now running on the fastest schedules in their history.

These are but a few of the many accomplishments of Southern Pacific's men and women who are determined to afford their customers the finest in rail transportation. To fulfill our obligation to the growing territory we serve, we pledge our continued program of progressiveness.

S·P

The Friendly Southern Pacific



Advertising Manager. Mrs. Lois Hale is the new advertising manager of W. A. Green Company, having moved up from assistant to Roy E. Kyle, who resigned as advertising manager to join the Ferguson Advertising Agency. Mrs. Hale, the originator of a personal shopping

service bearing her name, joined the W. A. Green department store in 1933 in the mail order department. She was formerly with Sears, Roebuck & Company in the Southwestern zone advertising department.

BERTRAND A. McDONALD, who has been assistant superintendent at St. Louis of the Eastern district for the Missouri-Kansas-Texas Railroad, has been named to the newly created position of superintendent of rules, with headquarters in Dallas.

JACK T. LIVELY of Dallas has been named vice president of the Texas Guernsey Breeders' Association.

New Southwestern district manager at Dallas for the Synkloid Company is **PAUL E. RITTS**, who will direct sales in Texas, Oklahoma, New Mexico, and Louisiana.



Agricultural Chief. Ray W. Wilson, a member of the staff of the State Fair of Texas, is the new president of the Dallas Agricultural Club, succeeding R. H. S. Henderson. Other officers are C. B. Spencer, vice president; and Z. E. Black, re-elected secretary-treasurer.

GRAYSON GILL
Architect and Engineer
1913 San Jacinto Street
Dallas 1, Texas

LOOSE LEAF COVERS • EDITION BINDING
"WIRE-O AND CERLOX PLASTIC BINDING"
Ask Us for Your Printer
AMERICAN BEAUTY COVER CO.
2002 North Field Street R-5179 Dallas

the "TEXAS" situated to serve you . . .

- Located in the heart of industrial Dallas, the "Texas" Bank has its finger on the pulse of this ever-progressing, ever-prospering city. The "Texas" is prepared to serve the increasing number of customers and the growing volume of business. The complete banking service it offers you is efficient, courteous and competent.

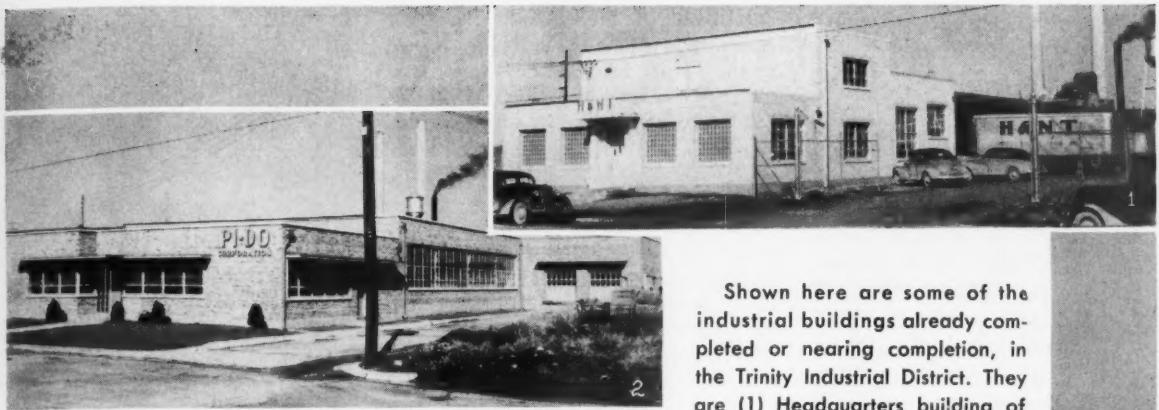
Texas
BANK & TRUST CO.
MAIN AT LAMAR OF DALLAS

MEMBER
FEDERAL
DEPOSIT
INSURANCE
CORPORATION

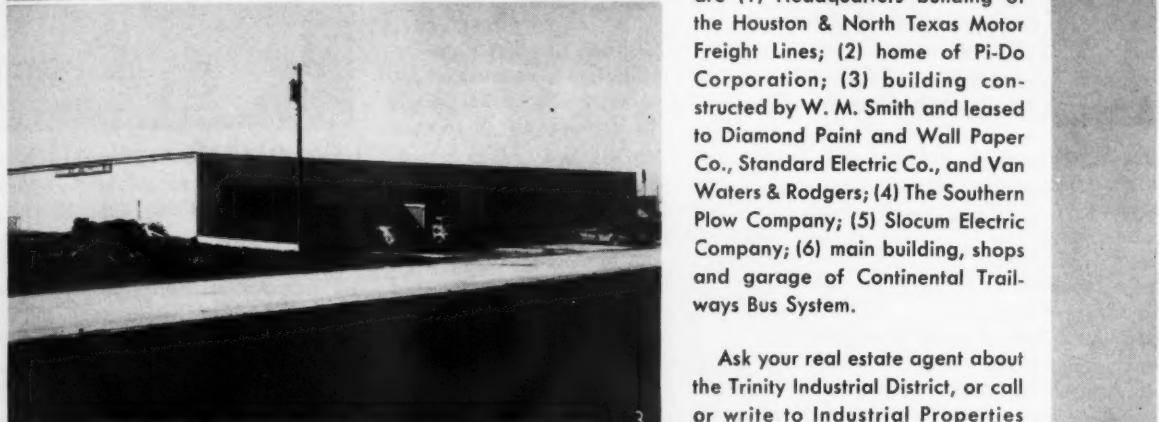


Co-Operative Club Head. Hal C. Newman has been installed as 1948 president of the Dallas Co-Operative Club. His fellow officers are: Arthur L. Owens, J. Robert Phillips, Jr., and Dr. C. D. Bussey, vice presidents; Burke Gilliam, secretary; W. Neil Johnson, Jr., treasurer; L. Mortimer Buckley, sergeant-at-arms; and the Rev. Tom Shipp, chaplain. Directors include Harold E. Tenholder, Harry E. Blocker, Jr., Eugene R. Fant, Kim Cashion, George E. Dunlap, Dr. O. M. Gray, and Ralph R. Moser, Jr.

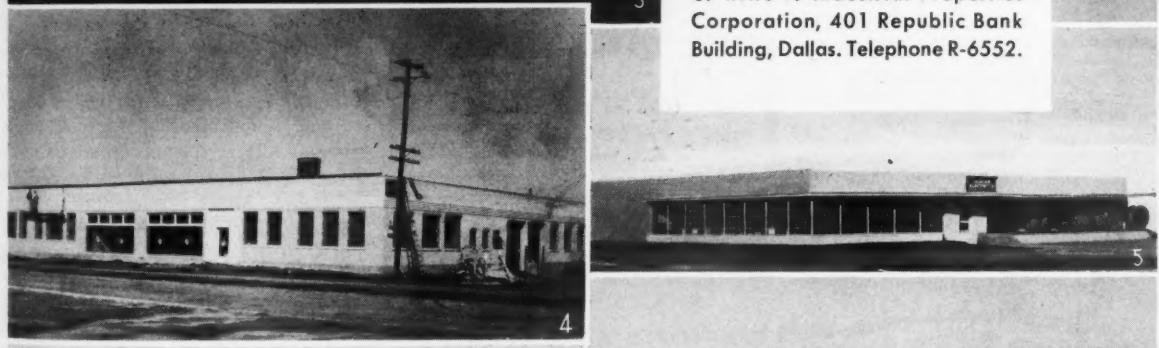
A new director of the Dallas Federal Savings and Loan Association is **WILLIAM C. H. JACKSON**, auditor of the firm.



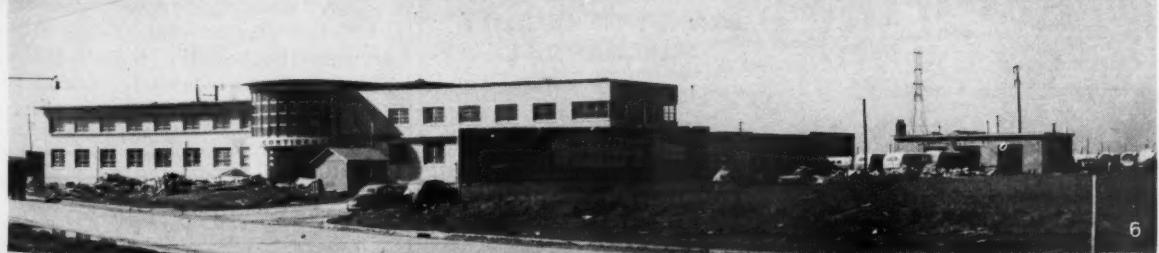
1



2



3



4



5

TRINITY INDUSTRIAL DISTRICT

Offices: 401 Republic Bank Building—Telephone R-6552



Sales Representative. Thomas H. Pipkin has assumed his duties as special sales representative for Texas Engineering and Manufacturing Company of Dallas. Mr. Pipkin, who was formerly with the Dearborn Stove Company, will confine his sales activities to TEMCO's non-aviation products such as air-conditioning equipment, metal cabinets, vending machines, truck bodies, and other commercial sheet metal products.

PAUL G. BENTLEY CO.
Engineers
DALLAS • TEXAS

ELECTRICAL • MECHANICAL • REFRIGERATION
INDUSTRIAL AND UTILITY ENGINEERS

HUBERT B. McPEAK has been installed as president of the Dallas Chapter of the Society of Residence Appraisers. Other new officers are J. DuVAL WEST and JESS LAFFERTY, vice presidents; DUDLEY BRUTSCHE, secretary-treasurer; and PEYTON L. TOWNSEND, governor.

R. W. HARRIS, owner-manager of the Harris Rent-A-Car Company, 1604 Commerce, has moved to Dallas from Tulsa, Okla., to assume active management of the rent-a-car firm which was established last December by FRANK R. CRASS, general manager.

RAY SELLENS has been named Southwestern division sales manager for Built Up Roofing for Reynolds Metals Company, with offices in the Mercantile Bank Building.

New service superintendent for the Ben Griffin Auto Company is JACK TARVER, who has been with the firm since 1935 and has been in charge of service salesmen.

ROBERT M. LANGRAN, JR., is a new member of the sales force of the Industrial Adhesive Company of Dallas.

We Send You Qualified Applicants
For Professional—Technical
Office and Sales Positions
CITY PERSONNEL SERVICE
Edith Sewell, Manager
320 N. St. Paul Phone R-4786



STOVES
WHEEL GOODS
SPORTING
GOODS
PAINT AND
VARNISH
FARM
EQUIPMENT
TOOLS
GENERAL
HARDWARE
BUILDERS'
HARDWARE
HOUSEHOLD
APPLIANCES

NATIONALLY KNOWN
BRANDS OF QUALITY
MERCHANDISE

70th
ANNIVERSARY YEAR
1872 1948

HUEY & PHILIP
HARDWARE COMPANY
Exclusively Wholesale
DALLAS HOUSTON FT. WORTH



Heads Hotel Association. Mrs. Helen McGibney, manager of The Stoneleigh-Maple Terrace, is the Dallas Hotel Association's first woman president. With an experience of 18 years in the hotel business, Mrs. McGibney has been elected successor to M. R. Smith, Southland Hotel manager, who has been made chairman of the board of the association. Other 1948 officers are: First vice president, Raymond Hall, manager of the Baker Hotel; second vice president, Hugh H. (Andy) Anderson, manager of the White-Plaza Hotel; and secretary-treasurer, Miss Irene Matthews, reelected. Directors include Randall Davis, managing director of the Hotel Adolphus; Glen H. Lane, manager of Cliff Towers Hotel; William G. Marlin, manager of the Loma Alto Hotel; Jack Spillman, manager of the Scott Hotel; and W. T. Hazelip, manager of the Ambassador Hotel.

A Dallas office opened by the States Marine Corporation of Galveston is under charge of IRVIN M. GRIFFIN, a former director of transportation for the Reconstruction Finance Corporation.

TELEPHONE C-5721

Photographs

THOMAS K. CONE, JR.

2027½ Young Street

Dallas

PHOTOSTAT PRINTS

Southwestern Blue Print Co.
1801 Commerce Street Phone C-8084

DALLAS • FEBRUARY, 1948



Credit Insurance Manager. W. L. (Larry) Harlan, West Texas general agent for many years for the Reserve Loan Life Insurance Company of Dallas, has been brought to the home office as manager of the company's credit life insurance department. With Mr. Harlan's assumption of his new duties, Reserve Loan Life has revised its credit life insurance service to banks, largely upon the basis of suggestions and requests received from Texas bankers. Since 1941, Mr. Harlan has handled all credit life insurance business for the Reserve Loan Life in West Texas. He has been in life insurance since 1919.

Select-O-Phone Distributor. The Chandler Sound Equipment Company, 2913 Gaston, distributor of electronic, public address, and communicating equipment, has been named distributor for North Texas for the new Kellogg Select-O-Phone intercommunication system. Select-O-Phone combines the functions of the automatic telephone switchboard apparatus with loud-speaker equipment for party-to-party private conversations and for signal and paging systems between offices.

New Singer Store. Singer Sewing Machine Company's seventh Dallas store has been opened in a new, two-story structure at 4112-14 Oak Lawn Avenue, which provides 13,500 square feet of space. The first floor of the new Singer Building houses the retail department, repair shop, and two centers for sewing instruction. Located on the second floor is a Singer dress form molding shop and the central Singer agency which supervises operations of 54 retail shops in North Texas, Oklahoma, and Arkansas.

DALLAS • FEBRUARY, 1948

Contract Procurement Firm Formed in Dallas By Ralph H. Hinkson

Procurement Engineering Representatives, Inc., is a new Dallas firm headed by Ralph H. Hinkson, former lieutenant colonel in command of the Dallas procurement field office of the U. S. Air Force. The new concern, with principal office at 3405 Milton, will work with civilian firms in handling various types of contracts and negotiations.

Major James C. Ochs, formerly the executive officer of the Dallas USAF procurement field office, has also reverted to inactive duty status and has joined the new firm as secretary and treasurer. Maynard K. Weitzel, formerly civilian contracting officer of the Dallas Air Force procurement unit, has become vice president of the new firm.

Mr. Hinkson, who directed the AF procurement office for 15 months before establishing his own business, said that branch offices will be opened in Dayton, Ohio, and Washington, D. C.

Southwestern operating headquarters of the New York Terminal Warehouse Company, under charge of ROBERT J. CONNOLLY, have been moved to larger quarters in the Thomas Building.

ROGER HOLCOMB has been named manager of the Mesquite (Dallas County) Chamber of Commerce, succeeding L. B. McCLARAN, who resigned to join a Dallas business school.

New president of the Irving (Dallas County) Chamber of Commerce is E. J. (JACK) JOHNSON, who has succeeded W. C. JETER. Other officers are CHARLES P. SCHULTZE, JR., vice president; LOUIS BLAYLOCK, treasurer; and PAUL C. KEYES, secretary-manager.



Clearing House Head. Milton Brown, president of the Mercantile National Bank, is the new president of the Dallas Clearing House Association, succeeding J. B. Adoue, Jr., president of the National Bank of Commerce. Other officers are DeWitt T. Ray, president of the National City Bank, vice president; Fred S. Mansfield, reelected secretary-treasurer, manager, and examiner; and Gary A. Jones and Ivan C. Patterson, assistants to Mr. Mansfield.

G. C. YOUNIE, formerly a maintenance engineer with Braniff International Airways, has been advanced to chief maintenance engineer, succeeding B. J. CUMNOCK, who has resigned.

ROY THRASH has been elected state director of the Dallas Junior Chamber of Commerce.

WYATT C. HEDRICK
Architect and Engineer
904 Fort Worth Ave. Phone C-1246

INDUSTRIAL LUMBER

Attention:

LUMBER BUYER

We carry large stocks of lumber suitable for

CRATING, MAINTENANCE, etc.

Prompt Delivery ★ Try Us ★ Call T-5195

OLDHAM LUMBER COMPANY

(Formerly Oldham and Sumner Lumber Company)

927 SOUTH HASKELL AVENUE

Order what you need . . . 1-inch, 2-inch, 4-inch. Yellow Pine, Oak, Gum, White Pine.

Also other building materials.

D. Gordon Rupe to Lead Observance Of American Brotherhood Week

D. Gordon Rupe, Jr., president of Dallas Rupe & Son, will play a dual role as a leader of the fourteenth annual observance of American Brotherhood Week February 22-29 under sponsorship of the National Conference of Christians and Jews. He will serve both as Texas and Dallas chairman.

"The goal of the Dallas and the national campaign," Mr. Rupe said, "is to enroll the people of America in a spirit

of brotherhood dedicated to the extension of freedom, justice, and responsibility as the foundation for a peaceful world. The National Conference of Christians and Jews, founded 20 years ago by Charles Evans Hughes, Newton D. Baker, and other distinguished Americans, was created to foster justice, amity, understanding, and cooperation among Protestants, Catholics, and Jews, and since its founding has carried on an increasingly effective program to promote tolerance."



D. GORDON RUPE

Public Relations Awards

(Continued from Page 28)

lations expert as he now does upon that of the attorney.

"Recognition of the need for and importance of sound public relations upon the part of the business leader is, in its essence, a compliment to the general public, because it reflects a realization that the public's understanding and good will are the essential ingredient of business success."

The awards were presented by Dwight H. Plackard, member of the staff of Watson Associates, who is the immediate past president of the Public Relations Institute. Gerald Cullinan of the firm of Mooney and Cullinan presided at the dinner as the newly installed president of the Institute.

JAMES WESLEY BEARD has been advanced from assistant treasurer to general auditor of Dallas Rupe & Son.

INDUSTRIAL AND COMMERCIAL DALLAS

Let Us Help You Improve

The "EYE" in Industry and
The "SEE" in Commerce

EVERETTE HALE, Health Builder
711 Construction Bldg. — DALLAS — R-6051

Mission Orange Distributor. With the purchase of the Lone Star Bottling Company by the Mission Dry Corporation of Longview, Dallas has become the center for the distribution of the soft drink, Mission Orange, over a four-county area, comprising Dallas, Rockwall, Kaufman, and Ellis Counties. The Dallas plant was bought by Oliver H. Daniel, Craft Thompson, James Daniel, and C. H. Chapman.

Composing Service Moves. New quarters at 1708½ Commerce have been occupied by the Texas Composing Service, which composes forms without the use of metal type for the offset-lithography trade. Founded by Robert M. Kirby, former employee of the "Dallas Morning News," the company composes business forms, price lists, tables, and charts chiefly by using a machine that makes a carbon impression of each letter that may be reproduced either by offset lithography or photo-engraving.

JEAN S. PATTON, JR., and OWEN M. GILES, World War II veterans, have formed the partnership of Patton & Giles for the general practice of civil law, with offices in 724 Fidelity Building.

Wallis & Taylor Formed To Offer Tax Service

The firm of Wallis & Taylor, 4435 Travis, has been formed by Charles H. Wallis and Gene L. Taylor to provide a bookkeeping and tax service for the small merchant and professional man on a monthly payment basis. The service includes the furnishing of forms for each type of business and a general ledger, and the preparation of Federal tax returns and a monthly income statement from the general ledger. Mr. Taylor, who was disabled during World War II, was formerly associated with the First National Bank. Mr. Wallis, also previously connected with the First National Bank, later was a deputy collector of internal revenue and then was with a national firm of public accountants for three years.

Furniture Store Opened. Chesterfield Galleries, a specialty furniture store, has been opened at 2211 Cedar Springs by Mr. and Mrs. S. M. Schultz, owners. The firm occupies about 2,800 square feet of floor area in a rebuilt structure and stocks a collection of quality furniture, glassware, paintings and prints from England and European countries. Mr. Schultz was formerly consulting interior designer for S. Mortimer & Company, New York City.

Man-Ser Company. A new service of the Man-Ser Company, management service and personnel counsel, 1708½ Commerce, is the publication of a monthly news letter entitled "The Man-Ser Company Management and Personnel News." The bulletin will report on trends in management and personnel relations.

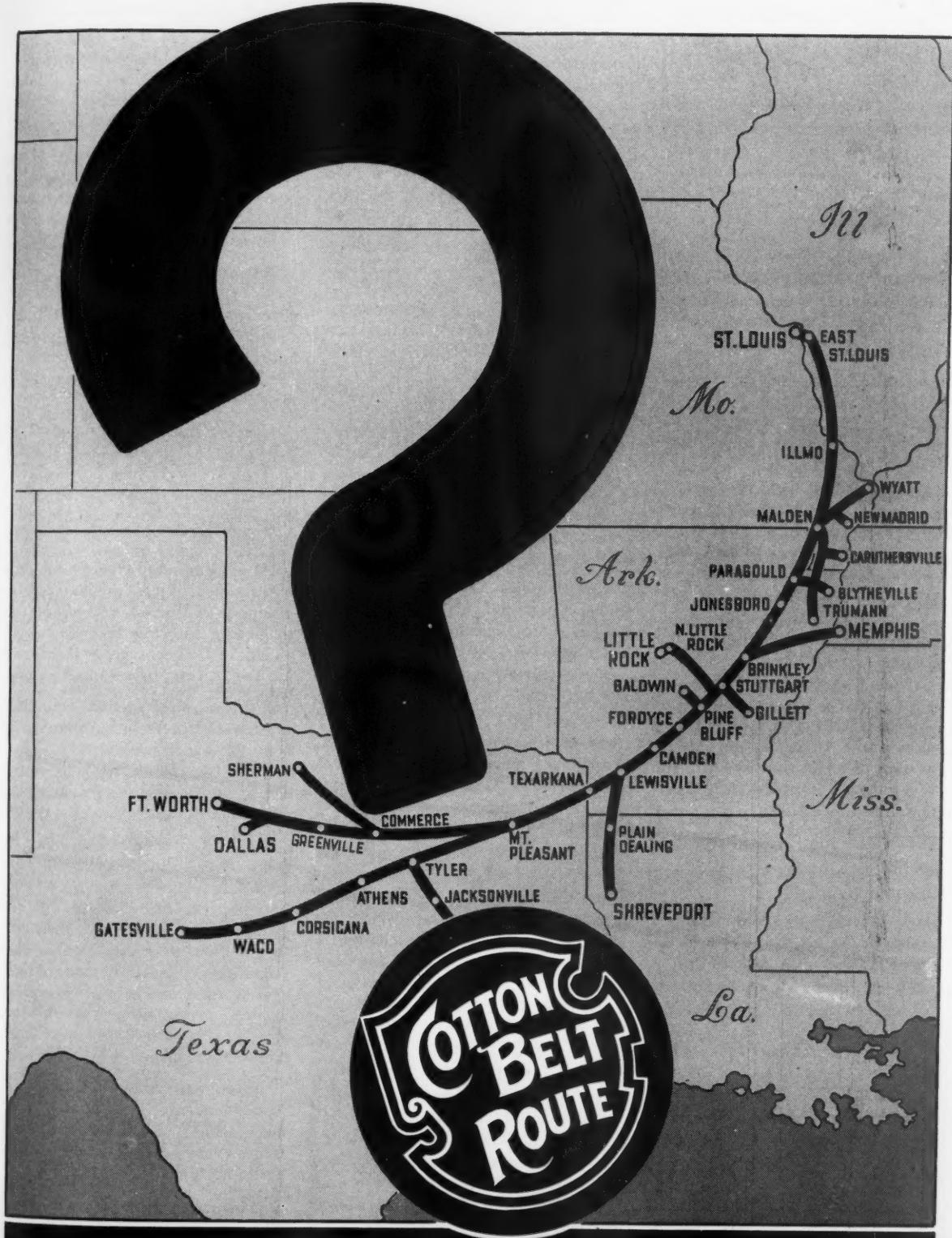
Try This Number for Competent Help! . . .

C - 5181
SACKS EMPLOYERS SERVICE

Texas' Oldest Employment Service
1804½ MAIN STREET

Specializing in
ACCOUNTANTS . . . SECRETARIES . . . OFFICE . . . SALES
CLERICAL AND TECHNICAL HELP

Serving Dallas Employers 27 Years



When it's a **QUESTION OF SERVICE**
You will find us **ON THE DOT**

Foreign Trade Inquiries

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

International Marketing Service, Inc., 604-5 Bond Building, Washington 5, D. C.; importer and exporter; wishes to contact local manufacturers requiring international distribution.

The B & B Sales Company, 1202 West Dayton, Flint 4, Mich.; manufacturers' representative; wishes to Michigan, Ohio, Indiana, Illinois, Wisconsin, Minnesota, and Iowa territory.

Allied Factors, 744 Harrison, San Francisco, Calif.; manufacturers' representative; presently holds the exclusive sales rights for distribution of two items throughout franchised territory comprising California, Washington, Oregon, Nevada, and Arizona; desires to make a connection with a manufacturer for representation of additional lines throughout either the whole or part of the firm's present franchised territory.

The following individuals and firms are seeking representation in Dallas and vicinity:

Carbo Flex Hose Company, 5452 Vineland, P. O. Box 227, North Hollywood, Calif.; manufacturer of a flexible gas tubing; interested in securing a Dallas jobber.

Medgentra Limited, (U. S. A.), Inc., Bainbridge, Ga.; manufacturer of textile parts and accessories; seeking a sales representative for Texas.

R. D. Suman & Company, Inc., 519 North Sixteenth, P. O. Box 221, Richmond, Ind.; manufacturer of adjustable snap gauges; seeking a sales organization servicing Texas and the surrounding states.

Philadelphia Belting Company, Sixth and Spring Garden, Philadelphia 23, Pa.; manufacturer of leather belting and packings; seeking Dallas representation by an individual or concern calling on related non-competitive industrial accounts.

J. C. White, 325 Commonwealth, Boston 15, Mass.; manufacturer of a travelers' dental kit; seeking a Dallas distributor.

George R. Wood Cabinet Company, Big Rapids, Mich.; manufacturer of an ice cream cabinet; seeking Dallas representation.

Los Angeles Chamber of Commerce, Domestic Trade Department, Los Angeles, Calif.; member of this organization is seeking sales representation in Dallas to handle a line of hat boxes, knitting boxes, waste baskests and the like.

Bloch Sportswear, 116 Lincoln, Boston 11, Mass.; manufacturer of leather clothing and heavy outerwear; seeking a Dallas salesman presently calling on retail stores.

Wallace Davis & Company, 3401 Buffalo Drive, Houston 6, Texas; client of this firm manufactures a sand blasting machine for cleaning metal surfaces and also a corrosive preventive; wishes to establish a Dallas distributorship with an equipment dealer or firm servicing the oil industry.

Adams-Linden Company Suite 302, William Fox Building, 608 South Hill, Los Angeles 14, Calif.; distributor of a ball point pen; seeking a jobber presently calling on drug, stationery, hardware, variety, and jewelry stores.

California Leathergoods Manufacturing Company, 814 South Spring, Los Angeles 14, Calif.; manufacturer of ladies belts; seeking a Dallas representative.

Wilson Stationery Company, 319 South Western, Los Angeles 5, Calif.; manufacturer of social stationery, party goods, bridge accessories, informals, tally and score pads, thank you cards, and the like; seeking a distributor for the South Central states.

Carson Machine & Supply Company, 200 S. E. Twenty-ninth, Box 4547, Oklahoma City 9, Okla.; manufacturer of automotive equipment and accessories; seeking an established manufacturers' agent on a commission basis.

A. M. Brauer, Fulton-Fresno Building, Fresno 1, Calif.; selling agents for producers of olive oil, wine vinegar, garlic ginegar, and fresh fruit concentrates; seeking a Dallas broker presently serving the grocery, bakery, and ice cream fields.

Alechrome Products Company, Elizabeth Street, Newcomerstown, Ohio; manufacturer of chromium bathroom accessories; seeking a manufacturers' representative for Texas.

Arthur & Walter Company, 953 South Grand, Los Angeles 15, Calif.; manufacturers' representative; now initiating the establishment of district dispensing centers for sunglasses manufactured by Rochester Optical Manufacturing Company, Rochester, N. Y.; desires sales representatives in Dallas who call on stationery, drug, department store, sporting goods, and miscellaneous mercantile retail accounts.

Monogram Soap Company, 1401 North Cahuenga, Hollywood 28, Calif.; manufacturer of novelty soap; desires Dallas representative calling on the department store and drug trade.

A new director of the Luscombe Airplane Corporation of Garland, Dallas County, is OTTO W. HOERNIG, assistant to the president of Luscombe, L. H. P. Klotz. STEWART L. WHITMAN has been moved up to secretary-treasurer from the post of auditor and tax supervisor.

GREENWAY PARKS

A superbly planned, carefully restricted residential development offering homesites that are unmatched for

Beauty . . . Value . . . Convenience

SEE OR CALL JIM CLARK... JUSTIN 8-4009

Business Opportunities

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

8B47/F. **Germany.** Import-export firm desires representatives for textiles, footwear, musical instruments, pianos, and electrical and technical articles.

12C47/CGofB. **Belgium.** Antwerp manufacturer wishes representative for small electric motors.

12C47/CGofB. **Belgium.** Boussu firm desires American agent for plain and decorated glass and semi-crystal tableware.

10C47/L. **India.** Bombay firms wish to sell Indian woolen carpets and rugs, rubber tubing, and glass bottles.

11C47/FP. **Czechoslovakia.** Praha exporter desires to contact American importer of European foodstuffs, feedstuffs, and allied commodities.

IA48/C&T. **Mexico.** Firm wishes to contact furniture and door manufacturers interested in carload lots of pine plywood.

1A48/M. **Italy.** Milan firm desires United States agencies for deluxe novelty knicknacks of wood, metal, and glass; also thermos, carafes, and lamps.

11C47/C. **Australia.** New South Wales firm wishes to contact American organizations interested in importing fruit syrups in bulk.

12C47/L. **Britain.** London distributor wishes to contact firms interested in importing hand sewing needles.

CRAFT EDMUND, formerly in charge of sales, promotion, and product development for Grignon Studios, Chicago photographic firm, who until recently has been public relations and advertising director for the National Housing Company in Dallas, has joined the customer service staff of the Johnston Printing and Advertising Company, McKinney and North St. Paul.

FRANK W. CHAPPELL, SR., Dallas consulting engineer, has been named chairman of the public relations committee of the National Society of Professional Engineers.

Mrs. Peggy Maddox

(Continued from Page 24)

last of all—yet often the hardest to do—I must convince them that they will enjoy feeling the way they will feel after they begin to wear the brace. This is important, for the concept in their own mind must be such as to accept the doctor's prescription and the brace, or the best effects cannot be had."

Mrs. Maddox often has unusual cases, such as one referred to her one time by a throat specialist. He sent her a confidential note saying that the patient kept coming to him complaining of various throat ailments and other aches and pains, when all the matter with her was an old-fashioned case of doldrums. He thought that if the woman's generous figure were improved, she might feel better. Mrs. Maddox went to work with pins and tape measure, and soon afterward the woman was much happier about her figure, and her outlook on life was a happier one also.

When she isn't meeting appointments for designing braces, Mrs. Maddox is an active worker at the Pilot Club which helps blind persons to train themselves for jobs. Her main interests include her son, W. P. Maddox, Dallas builder, and his wife, Doris, formerly of Lakeland, Fla., and a yoeman first class in the Waves during the war. Mrs. Maddox also claims reading as a hobby. "I read everything including magazine advertising," she laughed. Her new shop on Oak Lawn in less than a month has the look of the office of a bibliophile, for the mantle has a good collection of books, and magazines are stacked plentifully on a table in the corner.

Mrs. Maddox does most of the designing and cutting of corsets and braces at her Oak Lawn shop which she manages herself. Her daughter-in-law, Mrs. Doris Maddox, runs the Medical Arts shop for her and is equally enthusiastic about surgical garment work. Although her husband's mother has taught her how to cut and fit the braces, most of that work is still done by Mrs. Peggy Maddox at her Oak Lawn shop, and customers just pick up the finished garments or get initial fittings at the Medical Arts shop.

Mrs. Maddox began her career later in life than most people, but her gentle personality and interest in helping sick bodies has kept her happy, given her a good living, and helped innumerable men, women, and children on their way to health.

George McGhee Receives Jaycee Service Award

Dallas' outstanding young man of 1947, selected by the Dallas Junior Chamber of Commerce, is George C. McGhee, 35-year-old petroleum geologist who has taken time out from his profession to serve his country including his present duties as Department of State director of the Greek and Turkish aid program. He received the Dallas Jaycee Distinguished Service Award at a luncheon last month for a multiplicity of contributions to his community including the establishment of the Dallas Community Guidance service and the McGhee Foundation for aid to outstanding high school students in need of funds to attend college.

Ed E. Sammons, member of the Dallas agency of the Southwestern Life Insurance Company, has been selected as one of five outstanding young men of Texas in 1947 by the Texas Junior Chamber of Commerce. Mr. Sammons is a former president of the Dallas Junior Chamber of Commerce.

ROBERT T. KAIN, formerly manager at San Francisco of the industrial products district office of B. F. Goodrich Company, has been transferred to Dallas as district manager, succeeding DAVID R. ANDERSON, who has been assigned to special sales duties.

DAVID D. STEERE, graduate of Yale University and Harvard's Graduate School of Business Administration, has been elected assistant secretary of the Republic Insurance Company.

JOE J. MURRAY, director of traffic safety education for the City of Dallas, and W. T. White, superintendent of Dallas city schools, have been named by Governor Beauford Jester to a committee which will develop a program of traffic safety education for Texas public schools.

E. C. McFADDEN has been elected a vice president of the Employers' Casualty Company, whose stockholders have approved a board of directors' recommendation for a stock dividend of 50 per cent, increasing the capital of the company from \$500,000 to 750,000.

A former assistant secretary for Dresser Industries, Cleveland, JAMES F. SIMPSON has been transferred to Dallas as vice president of the International Derrick & Equipment Company, a Dresser subsidiary.



Selling DALLAS' Best Buy

Our four new *TransitAides* are selling the **Go Transit** idea to more and more Dallas housewives, as they stress the real **economy** and **convenience** of bus and streetcar transportation.

TransitAides are new-business solicitors.

They are out to sell (1) potential users of mid-day service on shopping 10 to 4, and (2) persons unfamiliar with the convenience and economy of bus and streetcar transportation.

They're selling **Dallas' best buy:**
Transit Service.

GO TRANSIT... IT'S QUICK... IT'S SAFE... IT'S SURE *It's Economical*
DALLAS RAILWAY & TERMINAL CO.

DALLAS • FEBRUARY, 1941

Wilhelm-Laughlin-Wilson Moves to New Quarters



DIVISION MANAGER
at Dallas, Don L. Baxter, is shown at left with Robert H. Cain. A section of the reception room is also pictured.



A SECTION of the production department, left, shows, left to right, Mrs. Maurice Collins, copy and layout; Miss Frances Leath, media and production; and Robert H. Cain, production manager. View of art department; below, shows, left to right, Roslyn Goldsmith, artist; Joy Holley, bookkeeper; and Willie Kenneth Robinson, art director.

The second anniversary of the opening of the Dallas division of the Wilhelm, Laughlin, Wilson and Associates advertising agency has been marked by its occupancy of a new suite of offices in 304 Melba Theater Building, which provides larger, modern quarters.

Headed by Don L. Baxter, former president of the Dallas Advertising

League, the Dallas branch of the agency has since its establishment trebled its staff and added some 25 accounts in the local, regional, and national fields, the newest account being that for Rolls-Royce and Bentley motor cars, being distributed by S. H. Lynch and Company.

The agency staff assembled to plan and produce advertising for newspaper,

magazine, radio, outdoor, motion picture, and other media includes Robert H. Cain, production manager; Mrs. Maurice Collins, copy and layout; Roslyn Goldsmith, artist; and Willie Kenneth Robinson, art director.

Office Furniture Firm. Cathey Office Furniture Company, 308 North Akard, has been succeeded by Cathey Office Furniture & Supplies, Inc., newly formed by C. G. Ferrell of Dallas and Dave N. Reed of Galveston, who purchased the business from S. N. Cathey. Mr. Ferrell, who was formerly in charge of Office Accessories, Inc., of Dallas, is president of the new firm. Mr. Reed, formerly assistant general manager of the American Printing Company at Galveston, is vice president. Frank L. Bush is secretary. The office furniture concern has

added a complete line of office supplies and stationery, and its services will include sales, repairing, and refinishing of office furniture.

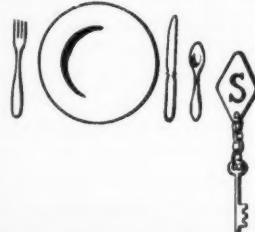
Western Auto Store. Western Auto Supply Company has opened its fifth Dallas unit, the Village Western Auto Store, in the new Village Building at 2717-19 Lancaster Road. The new store fronts 60 feet on Lancaster and provides about 4,500 square feet of retail, service, and storeroom space, with a drive-in installation service area in the rear. Law-

rence Smith, who has been with the Western Auto organization for nine years and formerly was assistant manager of the Dallas No. 1 store, is manager of the Village store.

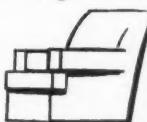
Industrial Supplier. Paul Campbell Industrial Equipment is a new Dallas concern opened by Paul Campbell, former insurance man for 22 years, at 9714 Hathaway Road. The concern handles Lehigh safety shoes for workers in medium to heavy industries, goggles, face shields, and safety helmets.



appetizing food for your crowd of hungry listeners—real he-man-sized meals, too. The Stoneleigh has marvelously comfortable rooms, parlors and suites to accommodate everybody. In fact, you'll find everything to make an important meeting more successful at The Stoneleigh. For reservations, Call Central-8451, or Central-3139.



Hold your next important sales meeting or business conference at *The Stoneleigh Hotel*. There's plenty of free parking space, and you won't have to shout to make yourself heard, because it's quiet: no distracting trolley or street noises. Our chairs are comfortable enough to sit in all day, but they're not good to sleep in. And at mealtime Chef Zerrete will outdo himself preparing delicious, appetizing food for your crowd of hungry listeners—real he-man-sized meals, too. The Stoneleigh has marvelously comfortable rooms, parlors and suites to accommodate everybody. In fact, you'll find everything to make an important meeting more successful at *The Stoneleigh*. For reservations, Call Central-8451, or Central-3139.



THE STONELEIGH HOTEL
On Maple Avenue, near Cedar Springs, where it's quiet

The March of Industry

Dallas News Bureau Opened By "Wall Street Journal"

A SOUTHWESTERN NEWS BUREAU has been opened in Dallas by the "Wall Street Journal," which will serve as headquarters for news coverage of the Southwest area for the "Wall Street Journal" and the Dow-Jones News Service. Offices of the bureau will be in the First National Bank building, pending completion of the building at Young and Poydras Streets, where the "Wall Street Journal" is scheduled to begin publishing a Southwestern edition in the early spring.

Maurice L. Farrell, who has been with the "Wall Street Journal" since July,

1938, has been appointed managing editor of the Southwest edition. Mr. Farrell first became associated with the business newspaper's banking department after his graduation from Amherst College, and later headed that department. After Navy duty from 1942 to 1945, during which time he served aboard aircraft carriers in the Atlantic and Pacific, he rejoined the Dow-Jones organization in De-



MAURICE L. FARRELL

cember, 1945, was assigned to coverage of the oil industry, and has headed that department until the present time.

Office Supply Firm. Dorsey-Reno Company, dealer in office supplies and furniture, 1911 Canton, has been established by T. R. (Ray) Dorsey and Richard Reno, who have purchased the office supply division of the Rogers Printing Company. Both the partners were formerly associated with the Bennett Printing Company. Elaine Dennehy is office manager for the new firm.

Motor Distributor. Schoellkopf Company has been appointed distributor in North Texas for outboard motors manufactured by the Scott-Atwater Manufacturing Company. Distribution of the two models being made this year is on a dealer franchise basis.

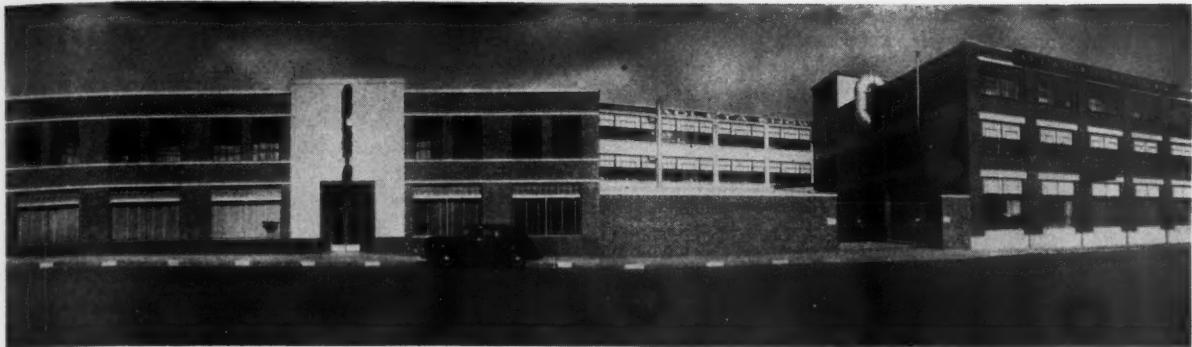
Cotton Duster Plant. The new Garland, Dallas County, plant of Aven Manufacturing Company, expects soon to be turning out 100 units of cotton dusting equipment a month, with 25 persons being employed when full production is attained. Four models are being produced. The Aven company, which has invested \$35,000 at the new plant site, was founded at Wolfe City in 1940 and moved to Dallas a year later, where it has been located at 5315 Garland Road. It is headed by T. W. Aven.



Hutton & Company Branch Opens. E. F. Hutton & Company of New York City, national firm of brokers in stocks, bonds, and commodities, opened its new Dallas branch last month on the ground floor of the Magnolia Building. One of four major offices of the brokerage concern and twenty-second to be opened in five states, the Dallas branch is under the direction of W. Allen Taylor, resident partner, and Harold B. McEwen, resident manager.

Mr. Taylor, right, and Mr. McEwen, center, are pictured with C. Rene Boatwright, manager of the cotton department, left.

Occupying a portion of the former quarters of the Mercantile National Bank at 1405 Commerce Street, the Hutton branch is linked with 30 key cities in New York, California, Texas, Arizona, and New Mexico by the company's private leased-wire and radio service. The findings of investment research departments in three cities are made available to all offices along with facilities for analyzing a list of securities.



Adleta's Modern Plant. Adleta Show Case & Fixture Manufacturing Company of Dallas, which during its quarter of a century of operations has set the pace in changing store interior outfitting from hodge-podge installation of standard fixtures to that of designing fixtures best suited for the merchandise sold and the space available, is today housed in its enlarged, modern factory at 1914 Cedar

Springs Avenue.

A recent addition to the Adleta plant of modern design has increased the floor space to approximately 100,000 square feet. How the expanded factory looks is pictured in the exterior view above.

The office and sample room have been finished in American black walnut, combined with plate glass and fluorescent lighting, with acoustical ceilings. Year-

round air conditioning and an inter-office communication system have been installed.

E. C. Adleta, founder of the company, is actively operating the business, joined by his sons, E. Charles Adleta, Jr., and Howard J. Adleta, who have been associated with him in the operations for 18 and 12 years respectively.*

Rio Grande National To Erect \$2,700,000 Home Office Building

WORK is scheduled to begin next month on the new, 18-story, \$2,700,000 home office building of the Rio Grande National Life Insurance Company at Pacific, Elm, and Field Streets, former site of the proposed Fisher Building.

Rio Grande National Life, presently housed in the seven-story Rio Grande National Building at 1100 Main, recently sold the structure to an undisclosed purchaser for \$500,000 and bought full title rights to the new 50 by 200-foot site for \$335,000 cash from F. W. Fischer, Dallas attorney.

One of the tenants in the new building will be the Sun Oil Company, which has taken a 10-year lease on some seven floors, where the company plans to consolidate its Dallas operations when the structure is completed in mid-1949. Rio Grande National Life will also move its home offices into the new building.

The office building will be constructed of steel and reinforced concrete, with three sides of the first-floor exterior being faced with granite and the remaining floors with limestone veneer. Matching light brick will be used in finishing the fourth side. The building will contain a

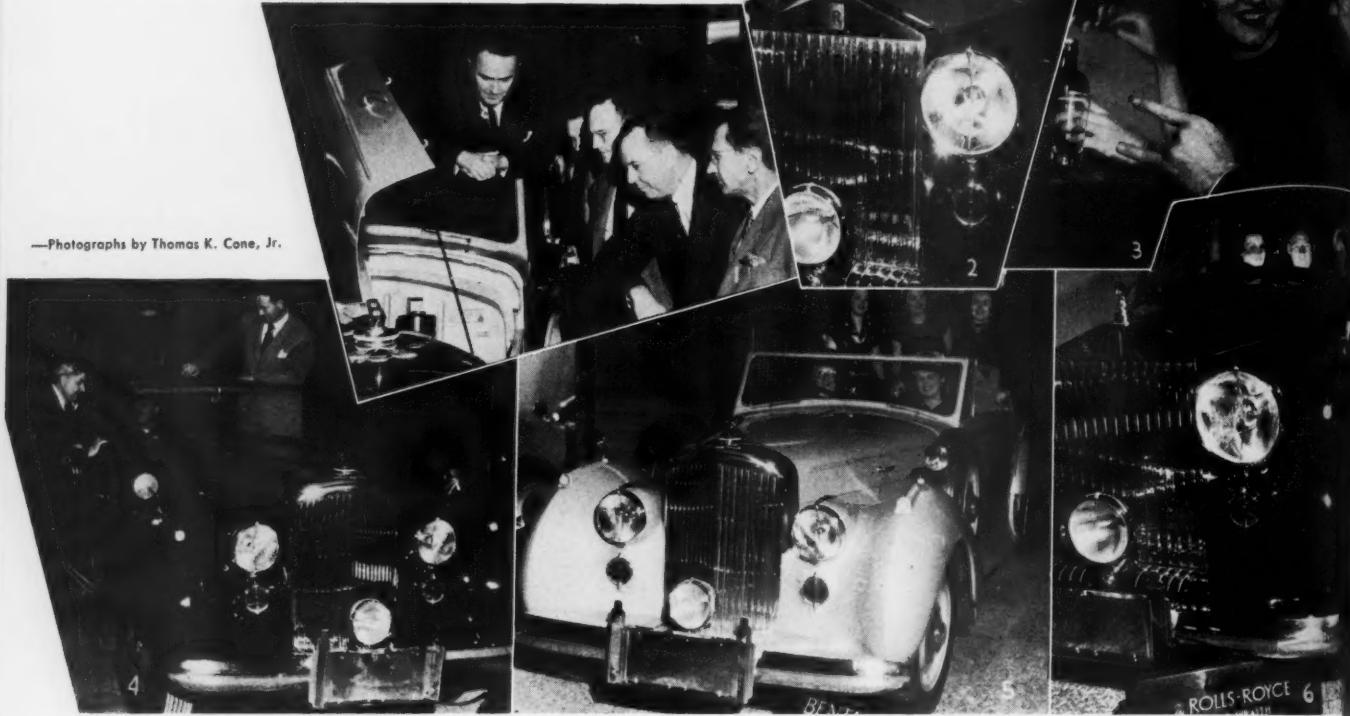
basement and a sub-basement. Grayson Gill is the architect and George Foster

Harrell the consulting architect. Hal C. Dyer is the contractor. Chappell, Stokes



Rolls-Royce Premiere

—Photographs by Thomas K. Cone, Jr.



DALLAS this month became one of four distribution centers in the nation for Rolls-Royce and Bentley automobiles.

The distributorship, exclusive for the Southwest, is held by S. H. Lynch & Company, 2106 Pacific Avenue, which has been handling British imports since 1941 and last year introduced the MG sport car, another British-made vehicle. The company launched its Rolls-Royce and Bentley representation with the same American premiere exhibition that was held at the Waldorf-Astoria in New York City and at the Beverly Hills Hotel in Los Angeles, the cars being shown in the Lynch display rooms.

On hand for the occasion was J. E. Scott of London, England, sales manager for Rolls-Royce, Ltd., who said that the

American distribution of the cars is a part of the British drive to obtain badly needed dollars and that at least 75 per cent of the entire production of his company will be marketed in the United States.

The distribution of the Rolls-Royce and Bentley motor cars is being directed in the Southwest by E. D. Furlow, vice president in charge of Lynch company's import division. The advertising is under charge of Don L. Baxter, head of the Dallas office of Wilhelm, Laughlin, Wilson and Associates.

Innovations in passenger comfort and mechanical design embodied in the post-war British cars include a self-lubricating mechanism operated by a pedal under the dashboard, a warning light which blinks when the gasoline supply is down to two gallons, a dashboard oil gauge which indicates the amount of oil in the engine, and adjustable shock absorber mechanism for "hard" or "soft" riding at various speeds, and hydraulic brakes for the front wheels and mechanical brakes for the rear wheels, both operated by a servo motor which utilizes the speed of the car to aid in braking.

& Brenneke are the consulting and Zumwalt & Vinther the structural engineers.

The building, which will have a penthouse, will have its main entrance on Field and an additional lobby entrance on Pacific, both entrances and lobbies being faced with a marble veneer. Flooring will be terrazzo.

RADIO AND PRESS representatives got a first look at the post-war Rolls-Royce and Bentley motor cars during a preview in the showrooms of S. H. Lynch & Company previous to the launching of the Southwest distributorship by the firm with a six-day formal showing this month. Pictured are: (1) E. D. Furlow, Lynch vice president in charge of the import division of the concern, left, explaining mechanical innovations of a Bentley to, left to right, Felix R. McKnight, H. Ben Decherd, Jr., and Joe A. Lubben of the staff of the "Dallas Morning News," and Charles K. Cates, "Dallas Times Herald"; (2) Lewis Bernays, British consul at Dallas; W. A. Roberts, Radio Station KRLD; and Alex Acheson, "Dallas Times Herald," left to right, testing the riding comfort of a Rolls-Royce; (3) Catherine Cossey and Durwood Hayes, both of the "Dallas Times Herald," looking over the features of a built-in bar; (4) Arthur Hughes, Lynch company partner, left, discussing driving aids of the Bentley with J. E. Scott, Rolls-Royce sales manager, shown at the steering wheel, with I. B. Heistand, "Wall Street Journal," as an attentive listener; (5) Miss Margaret Furlow, Miss Margaret O'Neill, and Mrs. Joan Dunlap, left to right, rear, and Gay Simpson, "Dallas Morning News," and Mrs. Steve Wilhelm, left to right, front, attracted to a Bentley; and (6) Dorothy Sinz, left, and Graydon Heartsill, both of the "Dallas Times Herald," discussing post-war improvements in the Rolls-Royce with B. A. Vautier, London, overseas representative of Rolls-Royce.

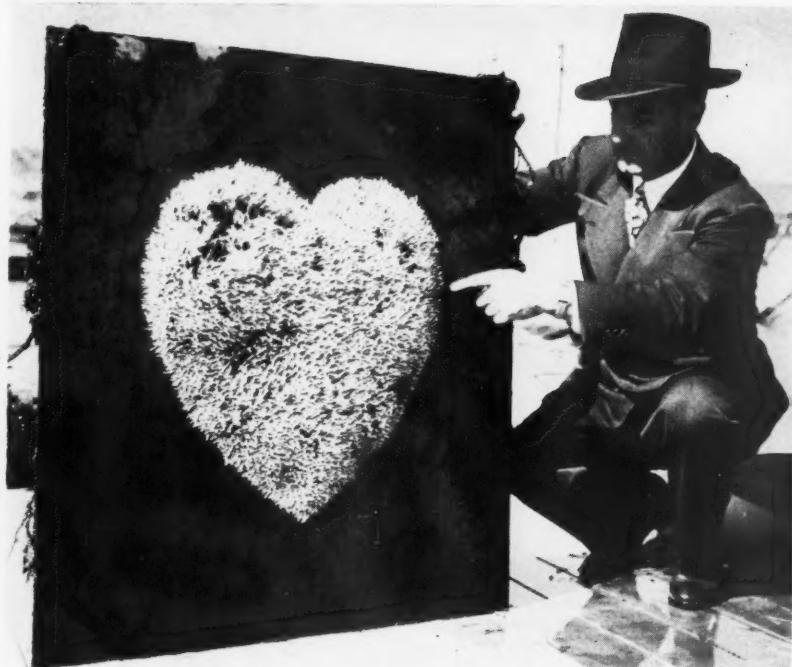
Features also include electrically-operated windows and accessories, built-in tables, vanities, and cocktail bars. The Rolls-Royce models range in price from about \$18,800 to \$19,000. The Bentleys range from \$13,000 to \$18,700.

"Life" Magazine Features Paint Of Dallas Firm

The effectiveness of Navicote copper antifouling paint developed by Hart and Burns, Inc., of Dallas and Riverside, Calif., was pictured recently by "Life" Magazine in a page and a half feature article. A previous article in "Life" to the effect that the barnacle problem was still unsolved prompted a rejoinder by L. A. Hart, president of Hart and Burns, that the problem has been solved with his firm's new paint discovery.

To prove his contention that his firm's Navicote paint will keep barnacles off ship bottoms, Mr. Hart had a Star boat painted with alternate stripes of Navicote and seven competitive old-type paints and discovered that after three months in the harbor at San Diego, all paints were covered with barnacles and other marine growth except Navicote copper, which was completely clean.

Pictured with George Edwards, Hart and Burns sales representative, is a steel plate which was hung over the side of the boat which "Life" featured. The heart



in the center was painted with old-type antifouling paint and the area around it with Navicote, which Mr. Hart describes as being effective up to two years.

Another product of Hart and Burns is Catha-Coat, a patented tanker lining developed to protect metal against salt water, all petroleum products, vegetable oils, and live steam. The City of Dallas is testing another product of the firm—

Durahart traffic lacquer for marking streets and highways, described as having the advantage of being fast drying and long lasting.

With distributors and dealers on the West Coast and in the Gulf area, Hart and Burns also has distribution outlets in most foreign countries and is now establishing distributorships on the East Coast.

customer service manager; and A. Woodson, display manager.

New Oak Cliff Store Opened By Sears, Roebuck & Co.

O PENING by Sears, Roebuck & Company this month of the firm's new three-story retail store in Oak Cliff at 611 West Jefferson has given Dallas top-ranking position in the South and fifth place in the nation for Sears' retail facilities.

Now having three complete Sears' department stores, Dallas is outranked only by four other cities — Chicago, Los Angeles, Philadelphia, and Cleveland, in that order—in Sears' retail units.

The new modern Oak Cliff retail outlet, containing a store-wide area of 151,535 square feet, with 65,163 square feet of space in the central structure, has been faced with light brick with granite base and limestone trim. Adjoining the main building is a farm store and automobile accessories station, with 9,285 square feet

of floor space. A paved free parking area in the rear will accommodate 300 cars. Wall murals have been created from sepia photographs which depict various phases of Dallas life ranging from Southern Methodist University's campus to county agricultural scenes.

Manager of the new store is Sidney K. Peatross, formerly merchandise manager and operating superintendent of the Shreveport store. Mr. Peatross joined the Sears organization as a stock boy at Shreveport in 1933 and has served in merchandising capacities and as a salesman in a number of departments. The Oak Cliff store staff of some 700 employees will also include O. R. Bradford, superintendent; Mrs. Ruth Pendergrass, personnel manager; J. Lindsey, auditor; C. Busacher, credit manager; D. Wood,

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Service for

BUSINESS FIRMS • PRINTERS
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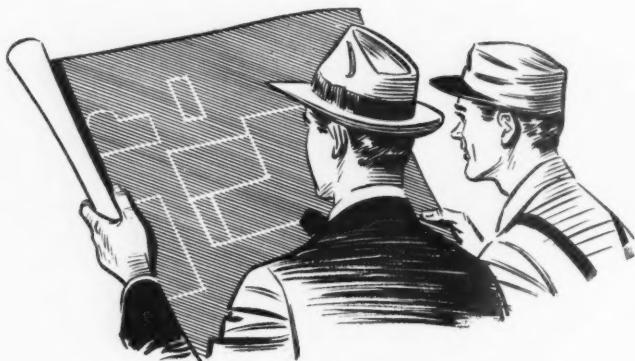
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Mail • Outdoors
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for Newspapers and
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New
Paper
GRAY,
for Rey
succeed
voting



YOU HAVE A STAKE IN EVERY EXPANDING FACTORY

Look at our city grow! Pride in the industrial expansion of the city in which we live is an almost universal feeling.

But the growth and expansion of a factory in this community has a far deeper significance than the feeling of civic pride it stirs in us. Such growth opens up new opportunities to us all.

Ever since 1921, when Procter & Gamble began making shortenings in its original Dallas plant, this Company has been growing up with Dallas. As evidence of this growth,

a new addition to the local plant—to manufacture soaps—was completed in 1941. And in 1946, because of increased soap making demands, a sizeable new addition to the Loomis Street Plant was erected.

The steady expansion of our business in this community has brought new jobs, new security, new prosperity to Dallas Southwest families. To us this is one of the most satisfying rewards for the more than quarter century during which we have shared in the industrial growth of this busy city.

PROCTER & GAMBLE
PARTNERS WITH DALLAS FOR
A QUARTER CENTURY

CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1929

Solve your personnel problems
by calling ...

R-9581

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

MRS. NELL B. CLOUD, Manager

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DALLAS 1, TEXAS
No Cost to the Employer

RANCH FARM CITY LOANS

Bankers Life Company

C. C. DABNEY

Texas Loan Agent

E. R. MORRISON

Texas Loan Manager

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DALLAS Pioneers

BUSINESS CONFIDENCE Built on Years of Service

Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Few present-day Dallasites recognize the old Colonel John C. McCoy home, pictured above, as being the southwest corner at Main and Harwood Streets. This view of what is now a busy downtown business intersection was photographed in 1885, the year in which the pioneer real estate firm of Bolanz & Bolanz was observing its eleventh anniversary. Organized initially as Murphy & Bolanz, this concern has played an important part in the opening and development of almost every major real estate subdivision in Dallas and Oak Cliff.

Established
1872 HUEY & PHILP
Wholesale Hardware

Established
1879 CLARKE & COURTS

*Retail Stationers
Lithographers, Printers and
Engravers*

1872 E. M. KAHN & CO.
*Dallas' Oldest Retail Store
Apparel Shops for Men, Women
and Boys*

**1872 WAPLES-PLATTER
COMPANY**
White Swan Fine Foods

**1874 BOLANZ &
BOLANZ**
Real Estate and Insurance

**1876 CHAS. L. DEXTER
& CO.**
*Insurance
Oldest Agency in Dallas*

**1877 LINZ
JEWELISTS**
*Diamonds, Watches, Silver,
China, Crystal and Antiques*

**1878 NATIONAL BANK
OF COMMERCE**
Banking

**1885 LAWTHER-
MEADOWS MILLS**

*Manufacturers of Poultry and
Stock Feeds*

**1888 SUTTON, STEELE &
STEELE, Inc.**

*Engineers and Manufacturers
Specific Gravity, Electrostatic
and Controlaire Separators*

**1889 WATSON
COMPANY**

Contractors and Builders

**1891 SOUTHWESTERN
PAPER COMPANY**

"Everything in Paper"

**1892 EXLINE-LOWDON
CO.**

Lithographers and Printers

Established
**1892 THE EGAN
COMPANY**

*Printing, Lithographing and
Embossed Labels*

**1893 ORIENTAL LAUNDRY
COMPANY**

*Finer Laundering, Sanitane
Cleaning and Fur Storage*

**1894 GRAY & GRAHAM
COMPANY**

Designers of Men's Fine Clothes

**1896 BRIGGS-WEAVER
MACHINERY CO.**

*Industrial Machinery and
Supplies*

**1897 SHUTTLES BROS. &
LEWIS, Inc.**

*Wholesale Jewelers
Serving the Southwest for 49
Years*

Established
**1897 ANDERSON
FURNITURE CO.**

Dallas' Oldest Furniture Store

**1898 LANG'S FINE
FLOWERS**

*The Southwest's Foremost Florists
Decorators, Nursery Landscape
Service*

1898 THE PRAETORIANS
Life Insurance Service

**1898 HAVERTY FURNI-
TURE CO.**

Furniture

**1900 AUSTIN BROS.
STEEL COMPANY**

Steel for Structures of Every Kind





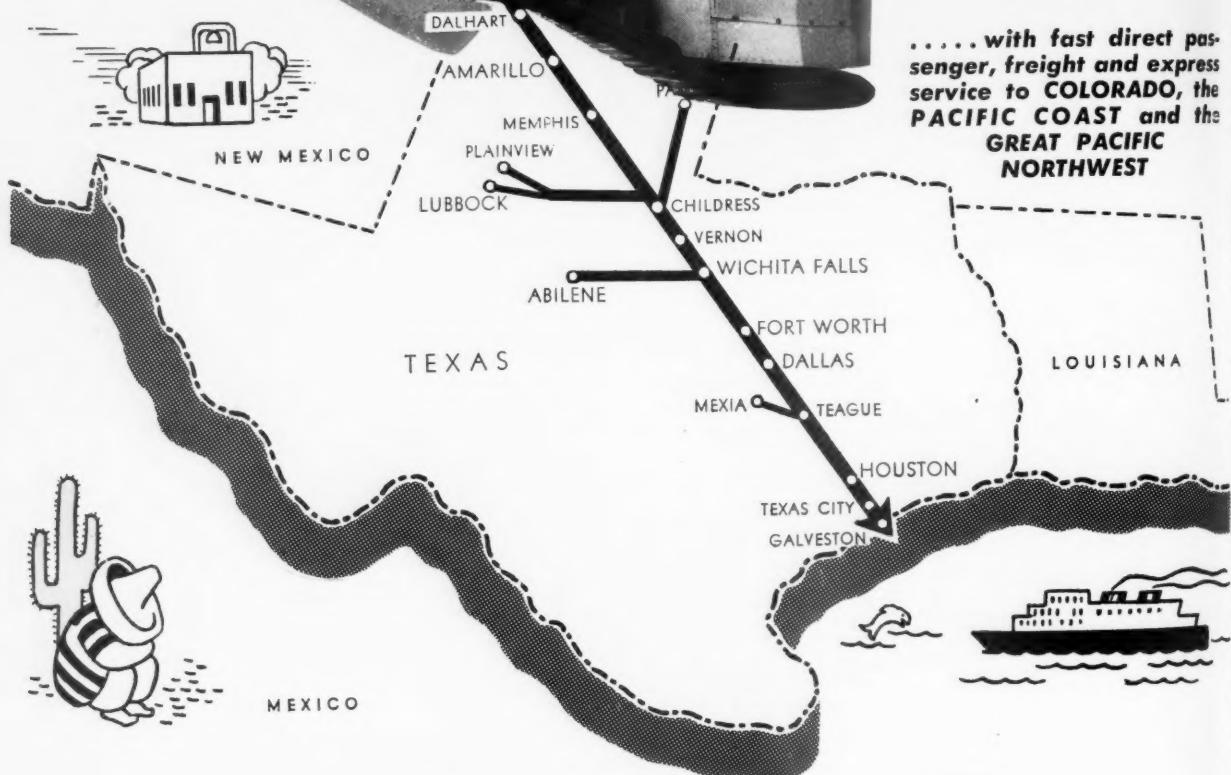
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TEXAS

BURLINGTON LINES

1364 miles of railroad in Texas
SERVING

HOUSTON • GALVESTON
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FORT WORTH • ABILENE
WICHITA FALLS • VERNON
LUBBOCK • PLAINVIEW
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DALHART

.... with fast direct passenger, freight and express service to COLORADO, the PACIFIC COAST and the GREAT PACIFIC NORTHWEST



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Assistant General Freight
and Passenger Agent

E. C. KUYKENDALL
General Agent

C. G. KERSEY
District
Passenger Agent

732 Irwin and Keasler Building, Dallas 1, Texas

Burlington Route

BURLINGTON LINES *Everywhere West*

Chicago, Burlington & Quincy Railroad • Colorado and Southern Railway • Fort Worth and Denver City Railway • The Wichita Valley Railway • Burlington-Rock Island Railroad

AN ESSENTIAL LINK IN TRANSCONTINENTAL TRANSPORTATION

DALLAS • FEBRUARY, 1948



In 1948 . . . Better Gas Ranges

**-thanks to
A.G.A. Engineers**

For twenty years the testing and research activity of American Gas Association engineers has been of consequence to gas appliance dealers.

In Cleveland and Los Angeles laboratories trained engineers test 36 types of gas burning appliances for safety, satisfactory performance and durable construction by American Gas Association Laboratory Standards.

The Gas Industry, including utilities and appliance manufacturers, is the only industry to determine merit of appliances and to distinguish merit with a Seal of Approval.

Lone Star Gas Company, through American Gas Association, contributes support for this work. Since Lone Star Gas Service can be no better than the appliance through which it is used, Lone Star's support of A.G.A. testing laboratories helps fulfill our responsibility to homemakers.

Testing and research activity of American Gas Association engineers has been of consequence to gas appliance dealers because it helps assure them high quality merchandise for profitable sale.



FOR EXAMPLE—A gas range of any manufacture must pass 550 tests to meet American Gas Association Laboratory Standards. The technician in above picture is testing range for heat loss. Testing of all other appliances is equally thorough. When appliances have been certified as meeting A.G.A. Laboratory Standards, the above Seal of Approval is affixed.

LONE STAR



GAS COMPANY

Dallas Public Library
Periodical Division
1926 Commerce St
Dallas 1, Texas

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2c PAID
Dallas, Texas
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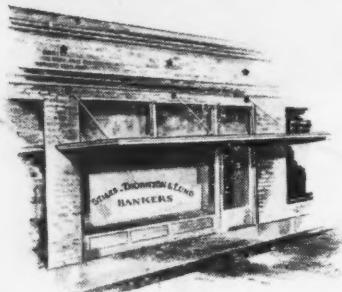
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